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SIXTEENTH ANNUAL EDITION

JACK ALICOATE
Editor-in-Chief

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FOREWORD

THIS, the sixteenth edition of RADIO ANNUAL is a volume dedicated to the accomplishments of the broadcasting industry—the dramatic story of your success in widening the field of communications.

☆

AGAIN this year, as in the past, we have had the whole hearted support of all segments of the industry is compiling an up-to-the-minute factual record of the achievements of the radio broadcasting during the past year.

☆

THE story of radio's progress in 1953 is a vibrant one, for never before have broadcasters put their shoulders to the wheel with greater zeal in selling the effectiveness of radio as an advertising medium.

☆

TO all of you we express our appreciation of your support in making this edition the most comprehensive reference volume in the history of the broadcasting industry.

JACK ALICOATE
Editor in Chief

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AP

FOR:

AM-FM-TELEVISION

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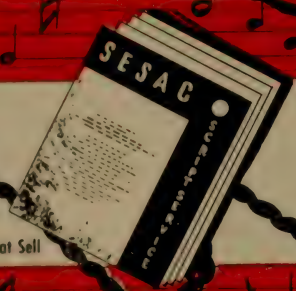

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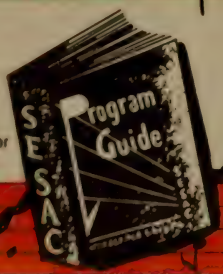

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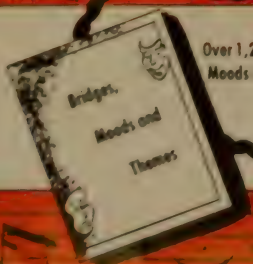

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	The World in a Nutshell	1	Weekdays, 7 times; Sun., 6 times
SPORTS	Speaking of Sports	5	Monday through Saturday
	The Sports Lineup	5	Every day
	The Sports Roundup	5	Twice Daily
	Great Moments in Sports	5	Monday through Saturday
	Sizing Up Sports	15	Sunday
FOR WOMEN	In the Woman's World	5	Monday through Saturday
	Mainly for Women	5	Monday through Friday
	Women in the News	3	Monday through Friday
HUMAN INTEREST	Your Home	5	Saturday
	Names in the News	5	Monday through Friday
	Time Out	5	Monday through Friday
	In Your Neighborhood	5	Monday through Saturday
	In Movieland	5	Saturday
	Flashback	1	Monday through Friday
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	Daily Farm Market Survey	5	Monday through Saturday
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WDSU-TV 891
WDTV 908
WEAV 536
WELL 464
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WERC 592
WEVD 523
WFAS, WFAS-FM 544
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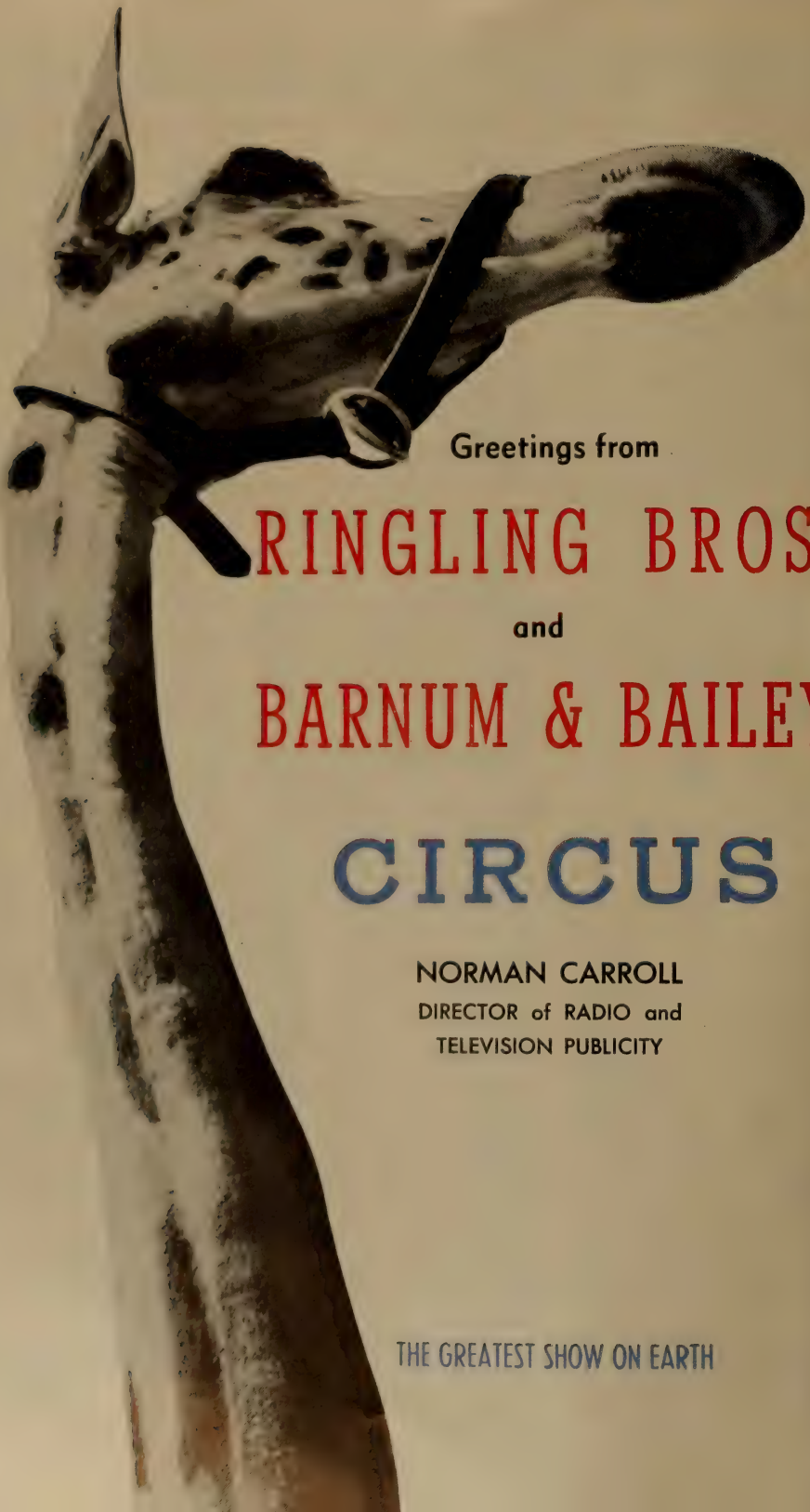
Your Show of Shows.... 67
Yurdin, Clay 1130

— Z —

Zenith Radio Corp..... 804
Ziv, Frederic W., Co. Inside Front Covers
Ziv Television Programs, Inc. 806-807



Greetings from

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and

BARNUM & BAILEY

CIRCUS

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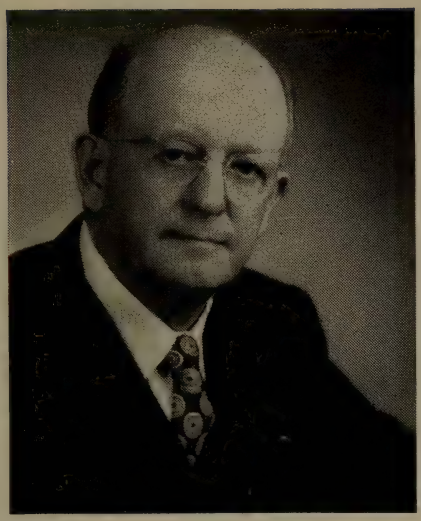
DIRECTOR of RADIO and
TELEVISION PUBLICITY

THE GREATEST SHOW ON EARTH

AM, TV, FM ALL ON MARCH

Interest Rekindled In FM As Each Medium Gains



By PAUL A. WALKER, Chairman
Federal Communications Commission

AS FAR AS broadcasting is concerned, 1953 should see a continued expansion of TV primarily, with more small day-time AM stations squeezing into the standard broadcast band, and prospect of rekindled interest in the hardly scratched possibilities for FM.

The rocketing attention to TV, which had its impetus in the removal of the freeze last year, has since been augmented by many new station grants, the first transcontinental inaugural telecast and other popularizing events. Figures vary from week to week, but the post-freeze TV grants are now more than twice the number of the previously existing TV stations. Every state will soon have one or more TV authorizations, and new non-commercial educational TV facilities should grow proportionately.

Many day-time AM stations of modest power continue to wedge into the congested AM spectrum, with the result that more than 2,500 AM stations now hold authorizations, and several hundred applications for new AM facilities are pending.

Also, new interest is being evinced in FM. Though many FM construction permits have been surrendered since 1948, the number of licensed FM stations has shown a net increase each subsequent year. At the present time, more than 700 FM stations are authorized, of which number more than 100 are non-commercial educational outlets attracted largely by opportunity for economical low-power operation.

But the actual number of programming stations is not the only thing the broadcaster should be interested in. Radio authorizations on the books of the Commission now, for the first time, exceed the 1,000,000 mark. Many of these affect the broadcaster directly or indirectly.

For example, more than 1,500 authorizations are for operation of auxiliary broadcast services, such as remote pick-up, studio-transmitter links, and experimental and developmental facilities.

Then there are nearly 700,000 authorizations for radio operators of different classes to operate broadcast and other radio stations. Non-broadcast radio station authorizations now exceed 225,000. They cover many more portable and mobile transmitters. And the 115,000 amateur radio operators constitute a training ground for future manpower requirements of the radio industry.

In addition, the common carrier regulation is of vital concern to the broadcaster, because it is a factor in what he pays for program relay, whether it be by microwave or coaxial cable or ordinary telephone lines.

GUY LOMBARDO

and his

Royal Canadians

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HOTEL ROOSEVELT GRILL, NEW YORK
F. W. ZIV CO. TRANSCRIPTIONS
DECCA RECORDS
CONCERTS

NUMBER ONE WITH FANS AND EDITORS

Publicity: DAVID O. ALBER ASSOC., Gene Shefrin

CHALLENGE -- AND SUCCESS

A Tribute To Success Of '52; Challenge Of '53

By HAROLD E. FELLOWS, President
National Association of Radio and Television Broadcasters

THE broadcast media appear destined for their most successful year in 1953. This prediction derives from careful study of economic trends, and from conferences with broadcasters in markets of every size throughout the nation—realistic, shirtsleeve sessions wherein the industry's positive and negative factors were discussed frankly and fully. On these bases, I foresee greater listening and viewing, keener competition for audiences and markets, increased revenues—and more responsibilities and problems—in the year ahead.

Broadcasting thrived in 1952. Radio's net time sales of more than 464 million dollars (after discounts and commissions), according to recent industry estimates, set a record for the medium, reaffirming its claim as the most economical mass advertising method yet devised. Its coverage was also greater than ever before. With 110 million receivers in circulation, all but two per cent of the public had access to radio.

Despite the three-year construction "freeze," finally lifted in mid-April, 1952, the net sale of time by television stations and networks totalled nearly 289 million dollars for the year.

A billion dollars' worth of business for the two media in 1953 does not appear too wild an estimate.

Income, however, is by no means the sole criteria of broadcasting's worth. Radio and television in 1952 cooperatively staged one of the most successful campaigns ever launched; and through it they sold an intangible—"good citizenship" to the hilt. Participating wholeheartedly in the nationwide "Register and Vote" campaign staged by the National Association of Radio and Television Broadcasters in conjunction with the American Heritage Foundation, radio and television solicited —and delivered—a record vote of more than 60 million ballots in the Presidential election, a drive which enlisted the cooperation of all networks as well as 3,090 local and TV stations.

The lifting of the TV "freeze"—probably the most significant single industry development in 1952—instituted a boom which appears likely to continue for several years. In January, 1952, there were only 107 operative TV stations and 15 million receivers in circulation. By the end of the year the number of stations had risen to 129, due to spirited bidding for allocations as the public demanded complete national coverage, with 20 million sets in circulation.

Barring any cut-backs necessitated by increased defense production, it isn't unreasonable to believe that another one hundred stations will be on the air by the end of this year, or that the sets-in-circulation will soar to nearly 30 million. Before discounting this as a fantastic prediction, recall if you will, that the majority of past television estimates have proven to be models of conservatism!

While NARTB studies and surveys point to a successful year for radio and television, it must be added that they also indicate problems ahead for both.

There are unmistakable signs of upward trends in operating costs for AM, FM and TV. Although a five-to-ten percent increase in total retail trade is expected, wage increases and rising equipment and servicing costs also loom, and intelligent operating economies must be practiced in order to buoy per-station income. Standardizations of equipment and techniques are constantly being developed as an aid to economical operation, and management is striving for greater efficiency of personnel, as well.

A tendency toward a "buyers" market in most consumer goods indicates the probability of expanded advertising budgets, and broadcasters will compete intelligently and aggressively for an equitable proportion of this additional income. The likelihood that the excess profits tax will be terminated or relaxed by June 30 also augurs well for the profits picture.

The labor situation is another area of concern. Union membership drives seem to be accelerating; and with the increasing interest evidenced in fringe benefits and profit-sharing programs by these groups, it is not likely that many union contracts will be renewed automatically or without change. Congress indicates an inclina-

(*Continued on Page* 775)

JACK BENNY

TV LEADING INDUSTRY RISE

Radio Figures Also Soaring To Record Heights

By FRANK BURKE,
Editor, Radio Television Daily

RADIO and television business was good in 1952 and if predictions are accurate it will be even better during 1953. This optimistic outlook is not the dream of a soothsayer. It's predicated on facts and figures during the past year and projections for the year ahead.

Television is on the threshold of tremendous expansion as new markets open up and the demand for telecasting equipment and receivers exceed the output of production lines. The wise ones say that the industry will produce around 6,500,000 sets during 1955 with a total retail value of around $2 billion. Other millions will be spent for transmitters, studio equipment and camera-chains as more stations go on the air.

•

The radio picture, too, looks promising. Today, according to BAB figures, there are 112,000,000 radio sets in operation in U. S. homes. In addition, 27 million car radios are in daily use. Production schedules of leading manufacturers continue to be high for all models of radio receivers with table and car radios leading in popularity.

Turning from the manufacturing picture to the business of broadcasting, it is estimated that the radio net time sales for 1952 was over 465 million dollars as compared to 451 million in 1951. Spot sales and region networks showed the greatest increase in time sales with the volume of network sales reported to be down as compared to 1951.

An all-time high of $17,462,216 in television billings for December brought total network TV gross charges to $180,794,780 for 1952, according to Publishers' Information Bureau's monthly report. The past year's total compares with $127,989,713 in 1951, $40,778,885 in 1950 and $12,294,513 in 1949.

The programming pattern in radio has been interesting. News, as always, has been an easy sale and music programs have been next in popularity. However, recorded dramatic and mystery shows with good merchandising tie-ups have been increasing in popularity.

In television, variety programs, quiz, forums and news rate high in the estimation of the viewers. The filmed programs are increasing in numbers; and this year will see an even greater percentage of the programming on films. This is especially true in secondary markets where limited program budgets make it necessary to by-pass live talent shows and present movies, short subjects and kines to the viewers.

•

Trade organizations continue to become more active, with the National Association of Radio and Television Broadcasters under President Harold E. Fellows doing a good job for the radio and TV broadcasters. Two other organizations which have made great contributions to the broadcasters the past year are Broadcast Music, Inc., and Broadcast Advertising Bureau. BMI and BAB, which conducted successful sales and programming clinics last year, plan to pool their efforts this year and will jointly sponsor radio clinics under auspices of state associations this summer. These meetings, timed not to conflict with NARTB district meetings, hold promise of engendering even more enthusiasm in radio sales for the year 1953. It is significant to note that radio and television time sales on the local level increased immeasurably the past year and will probably continue to rise during 1953.

•

Other associations also having made valued contributions to the industry the past year include the Radio Television Manufacturers Association and Better Business Bureau. Both took an active part in establishing ethical practices in the sales and servicing of television sets during the past year.

•

The varied activities of industry organizations have without question done much to sustain interest in commercial radio and to aid in the expanding television broadcasting field. They have worked hand in hand with networks and stations in keeping communications to the fore as advertising media. That they have succeeded is indicated from the business outlook for 1953.

MR. TELEVISION

JIMMY NELSON

DANNY O'DAY

"THE MAHOGANY KID"

and

HUMPHREY HIGSBYE

— x x x —

FEATURED ON THE

TEXACO STAR THEATRE

NBC—TV

— x x x —

PERSONAL MANAGEMENT

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203 N. WABASH AVE. CHICAGO, ILL.

FARFEL

HOPE
1953
GENERAL FOODS for JELLO
PARAMOUNT PICTURES

The Who's Who of '52

As Selected by Nation's Radio-TV Editors

Radio		Television
MAN OF THE YEAR		
ARTHUR GODFREY CBS-Radio		BISHOP FULTON J. SHEEN Du Mont TV
WOMAN OF THE YEAR		
EVE ARDEN CBS-Radio		LUCILLE BALL CBS-TV
DRAMATIC SHOW OF THE YEAR		
THEATER GUILD NBC-Radio		ROBT. MONTGOMERY PRESENTS NBC-TV
COMEDY SHOW OF THE YEAR		
JACK BENNY CBS-Radio		"I LOVE LUCY" CBS-TV
VARIETY SHOW OF THE YEAR		
"THE BIG SHOW" NBC-Radio		"SHOW OF SHOWS" NBC-TV
MUSICAL SHOW OF THE YEAR		
FIRESTONE HOUR NBC-Radio		FRED WARING CBS-TV
COMMENTATOR OF THE YEAR		
EDWARD R. MURROW CBS-Radio		JOHN CAMERON SWAYZE NBC-TV
DOCUMENTARY OF THE YEAR		
"THE PEOPLE ACT" CBS-Radio		"VICTORY AT SEA" NBC-TV
QUIZ SHOW OF THE YEAR		
GROUCHO MARX NBC-Radio		"WHAT'S MY LINE" CBS-TV
SPORTSCASTER OF THE YEAR		
BILL STERN NBC-Radio		MEL ALLEN NBC-TV
CHILDREN'S SHOW OF THE YEAR		
"LET'S PRETEND" CBS-Radio		KUKLA, FRAN & OLLIE NBC-TV
SONG HIT OF THE YEAR		
"YOU BELONG TO ME" BMI		"WISH YOU WERE HERE" ASCAP

Red Skelton

TV SURGE HIGHLIGHTED '52

Video-Equipped Homes Increased 40% In Year

By BRIG. GEN. DAVID SARNOFF, Chairman of the Board, *Radio Corporation of America*

TELEVISION greatly extended its service area and enlarged its stature as one of America's major industries in 1952. Television-equipped homes increased from 15 million in 1951 to nearly 21 million at the end of 1952—a gain of 40 per cent.

New opportunities for continued expansion of television and all phases of electronics took definite shape this year in the development of the latest marvel of science, the transistor. This tiny device, which performs many of the functions of electron tubes, has reached a stage of development that demonstrates the profound influence it will have on the future of electronics and communications. Its further development will greatly broaden the base of the electronics art, enabling it to expand into many new fields of science, commerce and industry.

The two most significant steps in television progress during the past year were: the licensing of new stations permitted by lifting of the TV station "freeze," and the opening of UHF (ultra-high frequencies) for television broadcasting.

Today forty-seven per cent of American families have television sets, and more than sixty-five per cent of the population is within range of one or more TV stations. At mid-December, 117 TV stations were on the air. Construction permits had been granted to 135 others, many of which plan to be in operation during 1953.

As a result, new markets will open as television broadcasting service spreads. An indication of what may be expected is found in the plans of the RCA Service Company to open thirty-four additional service branches in 1953. In the international field, RCA has supplied equipment for fifteen television stations in Canada, Brazil, Cuba, Hawaii, Dominican Republic, Mexico, Venezuela and Italy.

Further progress has been made during the year with the RCA compatible color television system and its tricolor tube.

During 1952 RCA and NBC engineers have been field testing color television standards evolved by the National Television System Committee, which is comprised of experienced engineers of the industry. When the field tests have been completed and the information evaluated and applied, the Federal Communications Commission will be petitioned to review the subject of color television and to set standards which will permit commercial broadcasting of compatible color. The field tests have also produced further evidence of the practicability and desirability of a compatible system for service to the public, that is, a system which permits owners of existing television sets to receive color programs in black and white without any change whatever in their sets.

Television's great impact on American life was brought into sharp focus during the national political campaign. It played a vital role in presenting the candidates to the people and in getting out the vote. Historians as well as politicians will be busy for some time to come evaluating the full extent of the influence of television in politics, and evolving strategy for its most effective use in future campaigns.

Throughout 1952 the older arts, including radio, the press and motion pictures, felt the added touch of television. Each medium has stimulated the other to further improvement and greater service. For example, the motion picture series "Victory at Sea," produced for television by the National Broadcasting Company in cooperation with the United States Navy, has brought into the homes of the nation documentary proof of the defeats and triumphs of World War II and the heroism of our fighting men at sea, on land and in the air.

The live-talent telecasts of "Opera in English," originated and developed by the NBC, have provided a new dimension and significance to this field of entertainment and education. Among the "Operas in English" have been "Amahl and The Night Visitors," "Billy Budd," and "Trouble in Tahiti."

As further evidence of the creative efforts of the NBC in program pioneering, Robert E. Sherwood, noted dramatist, has been engaged to write nine original plays for television, the first of which is sched-

(*Continued on Page* 83)

PICTURES — TELEVISION — RADIO — RECORDS

AND

JIMMY DURANTE MUSIC PUBLISHING CO., INC.

MANAGEMENT:

WILLIAM MORRIS AGENCY

NEW YORK — CHICAGO — HOLLYWOOD

STOCKS IN REVIEW 1952

Compiled from daily listings published in
RADIO-TELEVISION DAILY

THIS rapid-glance survey of leading radio and television industry stocks show how they stood at the beginning of each quarter of 1952 and on January 1, 1953. The figures used are for the first business day following the first calendar day of each quarter where the first day of each quarter did not fall on a regular working day.

NEW YORK STOCK EXCHANGE

	Dec. 31	Apr. 1	Jul. 1	Oct. 1	Dec. 31
ABC	11⅜	11¼	9⅛	9⅞	9¾
Admiral Corp.	26¾	26⅞	28	30⅜	30½
Am. Tel. & Tel.	156¼	154½	154	152⅞	159⅜
CBS A	34¼	37⅝	34¼	36¾	39
CBS B	34⅛	37¾	34¼	36⅝	39⅛
Gen. Electric	59½	58⅜	62⅞	63⅜	72¾
Philco	27	29¾	33¼	33½	35¼
Philco Pfd.	82	86	89	84	87½
RCA Common	23½	27¼	26⅝	27¼	28⅜
RCA First Pfd.	72½	77	74⅛	75¾	80¼
Stewart-Warner	19½	18¾	19⅞	19⅞	22⅛
Westinghouse	39⅞	36⅝	39½	42	47¾
Westinghouse Pfd.	96	99	98	99⅞	99½
Zenith Radio	67½	78	82	81¼	81

NEW YORK CURB EXCHANGE

Du Mont Lab.	16¾	17	16	17⅛	16
Hazeltine Corp. (Split in '52)	42½	39⅝	43¼	24⅞	25½
Nat. Union Radio	3⅝	3	3⅛	2⅞	2⅜

OVER THE COUNTER

	Bid	Ask	Bid	Ask	Bid	Ask	Bid	Ask	Bid	Ask
Stromberg-Carlson	12¼	13½	14⅝	15⅞	14¾	16¼	17¾	19¼	17½	19

RED BUTTONS

PRODUCTION NOW AT PEAK

RTMA Expects $4,000,000,000 Total In 1953

By JAMES D. SECREST, Executive Vice President
Radio-Television Manufacturers Association

THE radio-TV-electronics industry achieved a new production peak in 1952 and looks forward to bettering that record in 1953 in the manufacture of both civilian and military equipment.

An estimated 6,096,279 TV sets and 9,711,236 radios were produced in 1952 with a combined value at the factory level of about $1.3 billion. Seven million of the radios were home sets and portables; the remainder were auto sets. Deliveries of electronic equipment and parts to the Armed Services in 1952 were valued at $2.5 billion, while sales of transmitting and communications equipment and replacement parts accounted for another $250 million or more.

Thus the combined dollar volume achieved by the industry in 1952 exceeded $4 billion. At its World War II peak, the industry's military production rate was at the annual rate of $3.5 billion, and its highest peacetime volume was $1.9 billion in 1950.

The 1952 record of industrial production was made possible by substantial expansions in plant facilities since the outbreak of the Korean War and the early adoption of conservation techniques which greatly reduced the industry's consumption of scarce metals in the manufacture of radio and TV sets.

Termination of the "freeze" on new TV station construction in mid-1952 marked a turning point in the post-war history of commercial television. It made possible a nation-wide TV service and the opening of TV markets in virtually every city and town of the United States during the next few years.

Resumption of the issuance of TV construction permits by the Federal Communications Commission had an immediate effect on the dormant transmitter industry and gave receiver manufacturers some sales stimulus during the second half of 1952 and a greater psychological "lift" in anticipating 1953 business. The growing popularity of a second TV receiver in the home also stimulated sales in established markets.

With the renewal of TV station licensing, Ultra High Frequency (UHF) television got its first try-out and quickly proved its ability to provide service equal to that of the VHF stations in primary viewing areas and with less susceptibility to man-made interference.

Set manufacturers began immediately to make available UHF converters, tuners, and other reception facilities and to redesign a portion of their receivers for dual TV reception of both VHF or UHF stations.

Substantial progress was made by the industry in developing a system of color telecasting which can be received in monochrome on most present TV sets. The National Television System Committee, under the direction of Dr. W. R. G. Baker, Director of the RTMA Engineering Department, worked out the new color signals and prepared for field tests of the proposed system in 1953.

Further tests of equipment and approval by the Federal Communications Commission will be necessary before this color television can become a commercial reality.

Under pressure of fulfilling both military and civilian requirements, the electronics industry greatly expanded its plant facilities in 1952. Likewise, factory employment rose about 20 percent and, according to the U. S. Employment Service, exceeded 400,000 for the first time since World War II.

Despite material shortages, the industry by means of high production and conservation held prices well below ceilings established by the Office of Price Stabilization. Screen sizes of television receivers continued to increase and other improvements were added. Consequently, values reached a new high.

The outlook for the electronics industry in 1953 is very encouraging. While estimates vary, it seems likely that from 75 to 100 new TV stations will go on the air this year. Many of these will be in virgin markets. Others will make television more desirable in areas where TV programs have been limited to one or two stations. All will add to the potential TV audience.

Manufacturers expect to produce and sell not less than 6,500,000 TV sets and more than 10 million radios in 1953. At the same time they will meet all military requirements.

SPADE COOLEY

"THE SPADE COOLEY SHOW" — TV

Decca Records • Santa Monica Ballroom • Motion Pictures • Standard Transcriptions

SONG HITS OF 1952

(January 1, 1952 to January 1, 1953)

The 35 *song hits with the largest radio and television audiences listed below in order of the total ACI points received in the ACI surveys during* 1952. (*Songs in stage or film productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began on the ACI surveys during the fall of* 1951 *are noted by the* 1951 *date.*)

SONG TITLE AND PUBLISHER	*TOTAL ACI POINTS*	*NUMBER OF WEEKS ON ACI SURVEY*
Any Time (Hill & Range)	33,960	33
*Wish You Were Here (Chappell)	27,732	26
Blue Tango (Mills)	26,904	35
*You Belong To Me (Ridgeway)	25,170	21
Cry (Mellow)	23,829	21
Be Anything (But Be Mine) (Shapiro-Bernstein)	23,600	24
Slow Poke (1951) (Ridgeway)	22,540	18
Please Mister Sun (Weiss-Barry)	22,063	22
Be My Life's Companion (E. H. Morris)	21,227	23
Walkin' My Baby Back Home (DeSylva-Brown & Henderson)	20,991	31
Kiss Of Fire (Duchess)	20,046	24
Wheel Of Fortune (Laurel Music)	19,496	21
Singin' In The Rain (Robbins)	17,009	27
I'm Yours (Algonquin)	16,379	24
Blacksmith Blues (Hill & Range)	16,012	21
Lover (Famous)	15,763	39
Tell Me Why (Signet)	15,648	18
*Somewhere Along The Way (United)	15,507	27
Undecided (1951) (Leeds)	14,948	20
Forgive Me (Advanced)	14,938	23
*Because You're Mine (Feist)	14,926	20
*Glow-Worm (E. B. Marks)	14,116	19
*Jambalaya (Acuff-Rose)	13,880	20
Auf Wiederseh'n Sweetheart (Hill & Range)	13,772	19
I'll Walk Alone (Mayfair)	13,517	23
Zing A Little Zong (Burvan)	13,302	21
Half As Much (Acuff-Rose)	13,167	23
*I Went To Your Wedding (St. Louis)	13,164	19
Little White Cloud That Cried (Spier)	12,688	15
A Guy Is A Guy (Ludlow)	11,500	19
Am I In Love (Famous)	11,418	19
Down Yonder (1951) (La Salle)	11,396	17
Delicado (Remick)	11,337	21
I Could Write A Book (T. B. Harms)	11,046	20
I Hear A Rhapsody (Broadcast Music)	10,981	17

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Jackie Gleason

BILL NIMMO

Announcer — M.C.

"The Jackie Gleason Show"

"Pabst Blue Ribbon"

CBS-TV

Management
CHARLES CONAWAY

Best Wishes

DEAN & JERRY

A. W. R. T. SCOPE WIDENING

Projects Now Carried Out On A National Scale

By DORIS CORWITH, President
American Women In Radio and Television

THE strength of any organization is based on the soundness and integrity of its objectives, the loyalty and contributions of its members, and its value to society. As AWRT comes to the close of its second year, an accounting to the industry is a welcome privilege.

The 1952 AWRT Convention in Detroit, under the chairmanship of Edythe Fern Melrose, of WXYZ and WXYZ-TV, brought 300 members together from all parts of the U. S. for three days of business meetings, panel discussions, formal speeches and gala entertainment. New officers elected to serve until April 1954 were Doris Corwith, NBC, president; Dorothy Fuller, WBET, eastern vice president; Alice Friberg, WCYB, southern vice president; Elizabeth E. Marshall, WBEZ, central vice president; Mollie Morse, KFMB, western vice president; Jane Dalton, WSPA, secretary-treasurer. These officers, together with five directors, whose terms expire in 1953, form the AWRT board of directors. To them is given the administrative responsibility for our organization.

We closed our organizing Convention in New York City in April 1951 with 358 members. At the end of 1951, we had 621 on our membership rolls. December 1952 found 655 active and 106 associate members of AWRT, a total of 761. These women represent all phases of our industry.

Membership includes subscription to our monthly publication, NEWS AND VIEWS. It contains articles of interest to our members, chapter news, personal items, and keeps us abreast of developments affecting the broadcasting and television industries.

Local chapters of AWRT are growing and flourishing. Among the most active are those in New York City, Washington, St. Louis, Chicago, Detroit, Atlanta, Los Angeles, and San Diego. State meetings have been held in New York, Connecticut, Pennsylvania, Michigan, Illinois, and Georgia. Regional groups in New England and The Heart of America have regular get-togethers on a large scale, and invariably well attended.

AWRT established in 1952 an Information Services Committee which answers inquiries of all kinds. The New York City Chapter has instituted a Contact Service Committee which will assist all our members in making contacts when they visit New York.

Projects have been carried out on a national scale this year under the general theme, "Women Are First-Class Citizens." We cooperated in the observance of United Nations Day, through the industry committee under the chairmanship of Harold Fellows, president of NARTB.

Our members have been strongly urged to use every possible means to get out the vote. More recently we have asked them to interest themselves in the needs of our public schools: more and better teachers, more and better buildings and equipment, and closer relationship between the school authorities and the public. Some of our chapters are engaged in local projects. For instance, the New England Chapter is working with the Massachusetts State Division of Child Guardianship to encourage wider acceptance of the Foster Home Plan, with the slogan, "Give a Child a Home." In New York State, the chairman and her co-workers set up a booth for women broadcasters at the New York State Fair, which attracted wide and favorable attention.

Plans are now moving forward for the 1953 Convention in Atlanta, Georgia, April 30-May 3. Edythe Meserand, of New York City, AWRT's first president, serves as director, and Marguerite Ewing Schott and Hazel Marsden, both of Atlanta, as co-chairmen. All activities will take place at the Atlanta Biltmore Hotel. At this Convention, five directors will be elected, the constitution and by-laws will be revised, work sessions and panels of distinguished representatives of the industry will be presented. A post-Convention tour of Miami and Havana has been planned through the fine cooperation of the officials of the Florida resort and the colorful capital of Cuba.

The officers, directors and members of AWRT are proud to be an active part of the great radio and television industry. We look forward to 1953 as a year of challenge and growth.

Exclusive Representative:

Ted Ashley Associates

Press Relations:

Solters-O'Rourke Associates

TEN TOP RADIO-TV NEWS EVENTS OF 1952

The RADIO-TELEVISION DAILY *selections of the top ten news events of* 1952 *and outstanding radio-TV broadcasts follow:*

1—The election of President-Elect Dwight D. Eisenhower.

•

2—Political Conventions in Chicago.

•

3—The H-Bomb Developments.

•

4—Death of King George VI of England.

•

5—Captain Carlsen and the Flying Enterprise.

•

6—Korean War and Truce Negotiations.

•

7—The Corruption in Government Disclosures.

•

8—The Steel Strike and Government Seizure.

•

9—Midwest Floods.

•

10—President-Elect Eisenhower's Korean Trip.

•

Outstanding Broadcasts

NBC TV—"Victory at Sea."

•

CBS TV—Ed Murrow's "See It Now" from Korea.

•

ABC TV—"Crusade in the Pacific."

•

Mutual—Coverage of the World Series.

•

Du Mont TV—Bishop Fulton J. Sheen.

Kate Smith

MANUFACTURING MARK SET

Federal Demand A Factor In Record Production

By FRANK M. FOLSOM, President,
Radio Corporation of America

THE radio-television industry, operating throughout 1952 under the impetus of ever-growing demands from both the Government and the general public, achieved new all-time records in production, merchandising, and servicing of electronic equipment.

As the year closed, the annual "going rate" of the industry was estimated at $5 billion. Present analyses of market potentials indicate a continuing upward trend in 1953, with the industry rate approaching $6 billion during the latter part of the year.

Equipped with the greatest production capacity in its history, the radio-television industry is successfully meeting the dual requirements of manufacturing for the national defense and the domestic market. In RCA, this is largely due to the outstanding teamwork of employees and the splendid cooperation of suppliers.

While defense production formed the bulk of the industry's output in 1952, television continued to be the major factor in the civilian field. The 6,000,000 television receivers produced during the year added more than $1 billion to the industry's gross income.

America's overwhelming acceptance of television as one of our most powerful mediums of entertainment, culture, and news is shown by the fact that, in the last six years, the public's investment in TV receivers alone amounts to more than $9 billion. This represents an unparalleled achievement. It involved the manufacture and distribution of approximately 23,000,000 television sets, of which nearly 21,000,000 are in use today.

In 1953, it is expected that between 150 and 200 new UHF (ultra-high frequency) and VHF (very-high frequency) stations will go on the air. Approximately 5,000,000 additional families will thereby be brought into television's range of service for the first time. On the basis of this expectation, plus the replacement market, it is believed the industry will distribute approximately 6,250,000 new television sets during the next year.

Along with television's growth, the public's interest in radio broadcasting continues firm. The industry distributed more than 9,000,000 radio sets in 1952, and expects to produce a similar number in the coming year.

As one of the principal manufacturers in the industry, RCA Victor produced as many radio and television home instruments in 1952 as Government allocations of materials permitted. The greatest demand in the television field was for 21-inch receivers. The public's desire for larger screen sizes is growing, and this trend probably will result in substantial sales of 27-inch receivers by the end of 1953. In radio, the trend is to small sizes with high performance. Miniaturization of component parts and tubes is enabling us to meet this demand in radio.

In the field of defense production, RCA made an outstanding record throughout the year.

With the increasing interest in larger screen sizes for television receivers, the replacement market is rapidly developing as an important factor in television merchandising. At the same time, there is a growing number of television families with two or more receivers in their homes.

Throughout 1953, the expansion of television service will focus greater attention than ever before on UHF. While the number of VHF stations will continue to increase, many communities will be served by both VHF and UHF.

The rapidly expanding UHF television market is a direct outgrowth of RCA's experimental "proving ground," at Bridgeport, Conn., where the practical problems of UHF were solved and virtually the entire industry tested its receiver designs. Largely as a result of these experiments, the "freeze" on television broadcast station construction was broken in 1952, and the broadcasting industry hailed the highly successful inauguration of the first post-freeze VHF station in Denver, Colo., and the first commercial UHF station in Portland, Ore. The contributions of RCA and RCA Victor engineers in bringing television to these new markets included

(*Continued on Page* 87)

SAM LEVENSON

"THIS IS SHOW BUSINESS"

CBS-TV

Top Ten News Selections Of Networks for 1952

The networks' evaluation of the top ten news stories follows:

— NBC —

General Eisenhower's Presidential victory and the campaign.
The truce stalemate in Korea and the continuing hostilities.
The death of King George VI of Britain and the accession of Queen Elizabeth II to the throne.
The steel strike and government seizure.
The airplane crash at Moses Lake.
The saga of Capt. Carlsen and the freighter Flying Enterprise.
Prison riots in several states (New Jersey, Michigan and Illinois).
New labor leadership arises after the deaths of William Green and Philip Murray.
President-elect Eisenhower's Korean inspection trip.
First live TV pictures of an atom bomb explosion, together with first reports of the explosion of the new hydrogen bomb at Bikini.

— CBS RADIO —

The sinking of the freighter Flying Enterprise off Falmouth, and the rescue of Capt. Kurt Carlsen.
News of the death of King George VI of England.
Air tragedy at Elizabeth, N. J., causing heavy casualties.
New Hampshire primaries in which the strength of Eisenhower and Kefauver first became apparent.
Missouri floods causing unprecedented property loss.
First eyewitness report on atomic tests at Yucca Flats, Nevada.
General Eisenhower's homecoming.
Presidential conventions in Chicago.
Presidential election.
Eisenhower trip to Korea.

— CBS TV —

Election of Eisenhower.
The Cold War, including failure of Korean truce talks.
The increasing threat of inflation.
Development of the H-Bomb.
Death of King George.
Captain Carlsen and the Flying Enterprise.
The Nixon Case.
The corruption in government disclosures.
The Supreme Court ruling in the Steel Case.
The rise of nationalism in Africa and the Middle East.

— MUTUAL —

General Dwight D. Eisenhower is elected President.
Republican Party regains control of the Federal Government.
War overrides peace attempts for Korea.
Queen Elizabeth II ascends British Throne.
Corruption and Communism exposed in National Government.
Desert revolts blast governments in Moslem lands.
Steel seizure.
Floods surge over Midwestern valleys.
Prisoners riot in jails.
Captain Kurt Carlsen struggles to save the Flying Enterprise.

— ABC RADIO —

The election of President-Elect Eisenhower.
Efforts for truce in Korea.
Dismissals of Morris, McGrath.
The Supreme Court ruling on the Steel Seizure.
The Flying Enterprise Disaster.
The Prison Riots.
The Death of King George.
The Abdication of King Farouk.
The Schuster Killing.
The Yankees' Defeat of the Dodgers.

— ABC TV —

The election of President-Elect Dwight D. Eisenhower.
The National Conventions in Chicago.
The Flying Enterprise Disaster.
The Death of King George.
The H-Bomb Explosion.
The Koje Prison Riots.
The Midwest Floods.
The Seizure of the Steel Industry.
The Issue of Corruption in Government.
The Czech Purge.

TONY MARTIN

TV—AND CANADA POLITICS

Citizen Protests Bring Easing Of Gov't Edicts

By T. J. ALLARD, General Manager,
Canadian Association of Broadcasters

TELEVISION became a hot political issue in Canada during 1952 and remains so in 1953. Developments forced the Government to modify its previous policy of a complete monopoly of television in Canada by the government-owned Canadian Broadcasting Corporation. The modification, however, has gone only half way, and the struggle for development of the new medium in Canada continues.

The Government found its original policy of permitting only its broadcasting agency, The Canadian Broadcasting Corporation, to enter television, under fire from its own party. A meeting of the National Liberal Federation in Ottawa in the fall of 1952 passed a resolution demanding that the Government immediately permit the development of television by independent, or non-government capital. The National Liberal Federation is the parent body of the Liberal Party which at present holds the reins of government in Canada. The Federation's resolution reflected grass roots sentiment throughout the country, particularly in the four Western Provinces and the four Atlantic Provinces. These parts of the country had no television at all, not even that provided by the Government's monopoly, and the chorus of protest had grown to a roar.

In the two central Canadian provinces the CBC provided limited television services with one station in Toronto and one in Montreal. Each of these operates approximately four hours per evening, the Montreal station in both English and French. Manufacturers are dissatisfied with the slow rate of television receiver sales in Montreal where the CBC service aroused no great enthusiasm. In Toronto, consistent surveys showed an average of 80% of viewers consistently tuned to U. S. television stations which come into the Ontario metropolis.

The Canadian Association of Broadcasters, representing the non-Government stations of Canada, took every step in its power to point out to the Government the great dangers of a state television monopoly and the fact that private capital was ready to provide service in many Canadian cities at no cost to the public treasury. These facts were also consistently placed before the public which saw no reason why Canada should not permit those who wanted to risk their capital in bringing television to Canadians, to do so.

As a result of rising public indignation, the Government decided to modify its policy. As matters now stand the CBC monopoly will be broken in any area where CBC does not have or immediately contemplate a television station. CBC already has stations in Toronto and Montreal and has announced its intention of proceeding quickly with telecasting stations in Ottawa, Quebec City, Halifax, Winnipeg, Vancouver, and perhaps London and Windsor. It will, thus, still continue its monopoly in all of Canada's major cities. However, private capital will be permitted in other areas and there are about half a dozen of these where television might be economically feasible.

The present modification of policy has not come anywhere near satisfying public opinion and it seems likely that the government policy will be further modified, especially if this turns out to be an election year, to permit entry by private capital into television, even in the larger areas so far exclusively reserved for the CBC. Some potential applicants are reluctant to enter a serious application in view of the fact that the regulations under which private television stations will operate have not yet been announced. There is fear in the minds of some potential applicants that these might be so stringent as to make profitable or merely break-even operation impossible.

A great deal of interest is being taken in the possibilities of various forms of wired television, particularly in the ranks of the movie industry in Canada.

Meantime, every legitimate step will be taken by the Canadian Association of Broadcasters to permit Canadians to have television service on a competitive basis which would mean supplementing Canadian Broadcasting Corporation stations with independent service at no cost to the public treasury.

MEL ALLEN

TRIBUTE TO SOUTHERN CAL.

SCBA Exalts Area, Giving Facts And Figures

By NORMAN NELSON, Managing Director,
Southern California Broadcasters Association

BEFORE getting into subject of Southern California radio, let's take a moment for definition of "Southern California." A simple definition would be the geographical one: eleven southernmost counties of the state. Tulare county to north, Mexican border to south.

To one who is not acquainted with Southern California, it is hard to imagine this large area as a single mass market. Those who have watched the area develop recognize how, with each year, this becomes more true. California in its growth spreads out, not up. Communities that were separated by orange groves just a few years ago are now connected by industrial and residential areas. Geographical description is too simple, however. Pages could be written to describe this mass market of 6,442,000 people.

Such description would necessarily contain such expressions as: (1) A population greater than Chicago, Detroit, and St. Louis combined. (2) Increase in population since 1940 has been 63.7 per cent while U. S. has had an 18 per cent increase. (3) 1951 total effective buying power of $11,100,121,000 represents a 275 per cent increase since 1940. (4) Retail sales for 1951 were $7,113,881,000, larger than total retail sales of Chicago, Cleveland and Milwaukee combined. (5) Retail sales per capita of $1104 compared to U. S. average of $976.00. (6) Effective buying power per capita is $1723, compared to U. S. average of $1423. These are just a few of the things that would have to be said about this mass market and its people who earn more and spend more.

Now, what about radio for 1953? Based on facts of what has actually happened to radio since the advent of television, radio in Southern California during 1953 will reach more people than ever before. Since the pre-television year of 1946, the number of radio homes has increased 33.6 per cent. Today, there are 2,096,600 radio-equipped homes in the area. Naturally, the first thought that comes to mind is: "The homes are there, but are the radios turned on?".

Let's look at some indisputable facts and determine what size audience radio really has. In 1946, Nielsen shows that 4.65 hours per day per home were spent listening to radio. In January, 1953, Nielsen shows that only 3.44 hours per day were spent listening. That's a drop of 26 per cent in listening per home. That's a big loss—we don't like it, but it's true.

The average person is thinking about the radio picture today stops right there—and that is where he makes his big mistake. Radio's audience in Southern California continues to be as big as it has ever been, for the simple, but logical reason that while each home is listening 26 per cent less, there are 33.6 per cent more homes listening. A little less listening per unit—but many more units. Which would you rather have; three quarters or ten dimes?

Bear in mind that the audience which has been discussed so far does not include any out-of-home listening. California, because of its very nature, has higher percentage of out-of-home listening than anywhere else in the country.

It used to be that a great many advertisers were writing off nighttime radio in television homes. Let's examine the facts. According to Pulse of Los Angeles, radio listening from 12 noon to 12 midnight in TV homes has consistently increased since 1950. Average quarter-hour TV homes using radio in 1950 was 14.3 per cent. Even then, nighttime radio was pretty healthy in TV homes. But today 18 per cent of all television homes had radio on during the average nighttime quarter-hour. That's an increase of 22.4 per cent since 1950.

Let's compare radio's 11.8 per cent rate increase for a 33 per cent increase in radio homes, with what has hapened to newspapers during same period: today, there are five metropolitan newspapers in Los Angeles with total circulation of one per cent less than the total circulation of four papers that existed in 1946. The advertiser must pay 50 per cent more than he did in 1946 to reach 99 per cent as large an audience.

When the hosewife does her marketing today, she compares price of one product against another and prices of one store with those of another store. When you buy advertising, compare one medium with another, and if you do, you'll look twice at radio, and buy.

20th Year

DON McNEILL'S BREAKFAST CLUB

SWIFT & CO.

PHILCO

O-CEDAR

BOBBI–

WHITE RAIN

ABC

GET IT DONE VOLUNTARILY

The Basic Idea Behind The Advertising Council

By HOWARD J. MORGENS, V.P. in Charge of Advertising,
The Procter & Gamble Company

THE Advertising Council is based on a simple and fundamental idea. It is based on the idea that—if you can inform the American people and constantly remind them of the many vital tasks which must be accomplished in the public interest—the people themselves will take the necessary action voluntarily. Through the Advertising Council, business in general and the advertising industry in particular, have succeeded in using the great force of advertising to get things done the voluntary way.

There is, after all, one concept or one fact that is of tremendous importance in the world today. It is the very difficult and disturbing fact that a great many people today believe that the way to get things done is to turn more and more to state direction and control instead of relying on the voluntary action of free citizens.

On a global scale, of course, this fact splits the world into two ideological camps. The world today is in effect half slave and half free—a condition which Lincoln said could not long endure. The communists see the individual wholly as a creature of the state subject to its complete direction. We believe in the dignity and in the free action of individuals.

The basic fact, in other words, is that there are two ways of accomplishing things. One is the voluntary way and the other is the way of compulsion. The reason that business supports the Advertising Council so enthusiastically is that it actually gets things done the voluntary way. And each time the voluntary way works, America moves another step away from state direction and compulsion and all its dangers to our political and economic liberties.

Let me give you a few examples of the kind of thing I am referring to—examples of the Advertising Council at work.

When World War II was only a few months old, bills were introduced into Congress making savings compulsory as a wartime measure. These bills were never enacted into law because seven successful war loans made them unnecessary. The Treasury Department has given large credit for these successes to the Advertising Council campaigns.

A bill to draft nurses was not needed because the Advertising Council's recruitment campaign resulted in a tremendous increase in the voluntary enrollment of nurses. We didn't need "work or fight" laws. Women were recruited from their homes by the millions to "man" the war plants. "Rosie, the Riveter" was more than a song; it was part of a huge "manpower" advertising campaign.

At the war's end, the Advertising Council was not demobilized like so many other war-born agencies, because it was felt that this powerful mechanism for informing and persuading the masses of people in this country would be needed to help solve the country's new problems in the voluntary way. Here are examples of the Council's post-war work:

On September 10, 1951, the Advertising Council began a campaign to step up donations of blood. Stockpiles were almost exhausted and donations were running at about 12,000 pints a week. In the first week of the campaign, donations almost doubled. In 12 weeks, all of the blood was being donated that could then be processed—approximately 75,000 pints a week. This program still is functioning well.

When the country faced a critical shortage of steel scrap, the steel industry and the government asked the Council to conduct a campaign urging factories to turn in their old idle metal. Such a volume of scrap flowed to the scrap yards that soon the crisis was over.

Donations of space and time are matched by donations of professional advertising service. Virtually every large advertising agency in the country has served without charge in helping to prepare the advertisements used in one or more campaigns.

Looking at the past and present successes, it is readily apparent that the Advertising Council will certainly continue to be effective in helping to solve critical national problems the way we Americans can and should solve such problems — the voluntary way without danger to our freedom and without loss of our individual initiative.

LOCAL AND SPOT RADIO UP

Figures Tell The Story Of Continued Popularity

By FREDERIC W. ZIV, President,
Frederic W. Ziv Company

ONLY a short time ago, radio was being stabbed in the back and tossed aside. At the very least, even if it survived, it was going to be reduced to a slightly foolish and impotent older brother of television, with its big electronic muscles.

Well, let me give you a few statistics: The current Nielsen Coverage Service, covering all 3,072 U. S. counties, shows that Americans are listening to 70,-175,670 radio sets, that 98% of all U. S. homes have radios, that radio homes total 43,940,460, that there are 3.5 persons in every radio home, and that 25 million families throughout the nation own car radios.

Did you know that radio time sales in 1952 reached $464 million, (bigger than ever before) $7,896,000 bigger than 1951, that local sales were up 7.1%, spot sales were up 4.1% and network was down 13.1%?

Equally interesting is the report that more money was spent for radio than on television in last Fall's Presidential campaign! $3,111,000 for radio and $2,951,000 for television.

In other words, when the chips were down, radio came through like a champion. Because radio ate so high on the hog for many years without much of an effort, many people assumed that radio had forgotten how to use merchandising, exploitation, advertising, promotion and showmanship, and that, naturally, with TV booming, the industry would cave in and that radio sets would carry nothing but news, time signals and the daily weather reports.

Well, it didn't happen. Radio didn't cave in. Radio fought back for the attention of the American public, for its rightful share of the advertiser's dollar, and for its space in the journals of the land. Radio used imagination and showmanship.

I am really proud to say that the Ziv Company radio business is bigger than ever and that our production, advertising and promotion budgets have been increased for 1953. We are confident that this will be our greatest radio year.

There is still nothing wrong with radio that [illegible] won't cure. When Matt Cvetic threw a bombshell into Congressional hearings as a Communist spy for the F.B.I. for seven years, we were fortunate enough to be able to arrange for his story to be told to the American people in the form of a dramatized radio series, "I Was A Communist For the F.B.I." That program is sold on over 600 stations.

There was also showmanship and a sense of news values when our people signed Tyrone Power to play the part of a U. S. Senator in "Freedom, U. S. A." People have never been more interested than they are now in what is happening in Washington, and not only did this program also sell extremely well, but we were the proud recipients of scores of letters from leading U. S. Senators, lauding us for producing a radio program that told exciting stories and at the same time performed a public service by educating listeners in the workings of Congress.

Senator Taft wrote:

"The American people are greatly interested in the work of our Congress as is testified by the thousands of visitors from every state who annually watch from the Senate and House galleries. I believe that a radio program of the type of 'Freedom, U. S. A.' can do much to interest more people in the workings of Congress. This is a good goal for it will help to bring about a better understanding of a most important branch of the government of our Republic."

Our latest presentation was a switch in showmanship. We tied in that musical Rock of Gibraltar, Guy Lombardo, with a giveaway of Gruen watches based on identification of his "mystery medley," and the program at this writing is heard on nearly 200 stations—this, despite the fact that we have been selling it for only two or three weeks.

In addition to getting $2,500 worth of Gruen watches free to give to listeners who identify Lombardo's mystery medley, sponsors of the Guy Lombardo-Gruen program may obtain tune clue booklets to help listeners identify the mystery tunes, also newspaper ad mats, announcements, posters, streamers, shelf-talkers, bottle hangers, table tents, and publicity, exploitation and promotion manuals, and other material.

This is what I mean by backing up showmanship with merchandising. And this is what still makes radio the advertiser's best buy.

YOUR SHOW OF SHOWS

"YOUR SHOW

SID CAESAR

"O Boy O Boy"

IMOGENE COCA
"What a Beautiful Gesture"

"YOUR SHOW OF SHOWS"

CONCERT — OPERA — SYMPHONY

NBC - Radio

NBC - TV

Personal Representative

GEORGE "BULLETS" DURGOM

"YOUR SHOW OF SHOWS"

JACK RUSSELL

"YOUR SHOW OF SHOWS"

MEL TOLKIN - LUCILLE KALLEN - MEL BROOKS - TONEY WEBSTER

Writers

of

"Your Show of Shows" NBC-TV

BILLY WILLIAMS QUARTETTE

"YOUR SHOW OF SHOWS"

CARL REINER

PAT HORN GLORIA STEVENS
BOB HAMILTON

HAMILTON TRIO

"Your Show of Shows"

"YOUR SHOW OF SHOWS"

CHARLES SANFORD

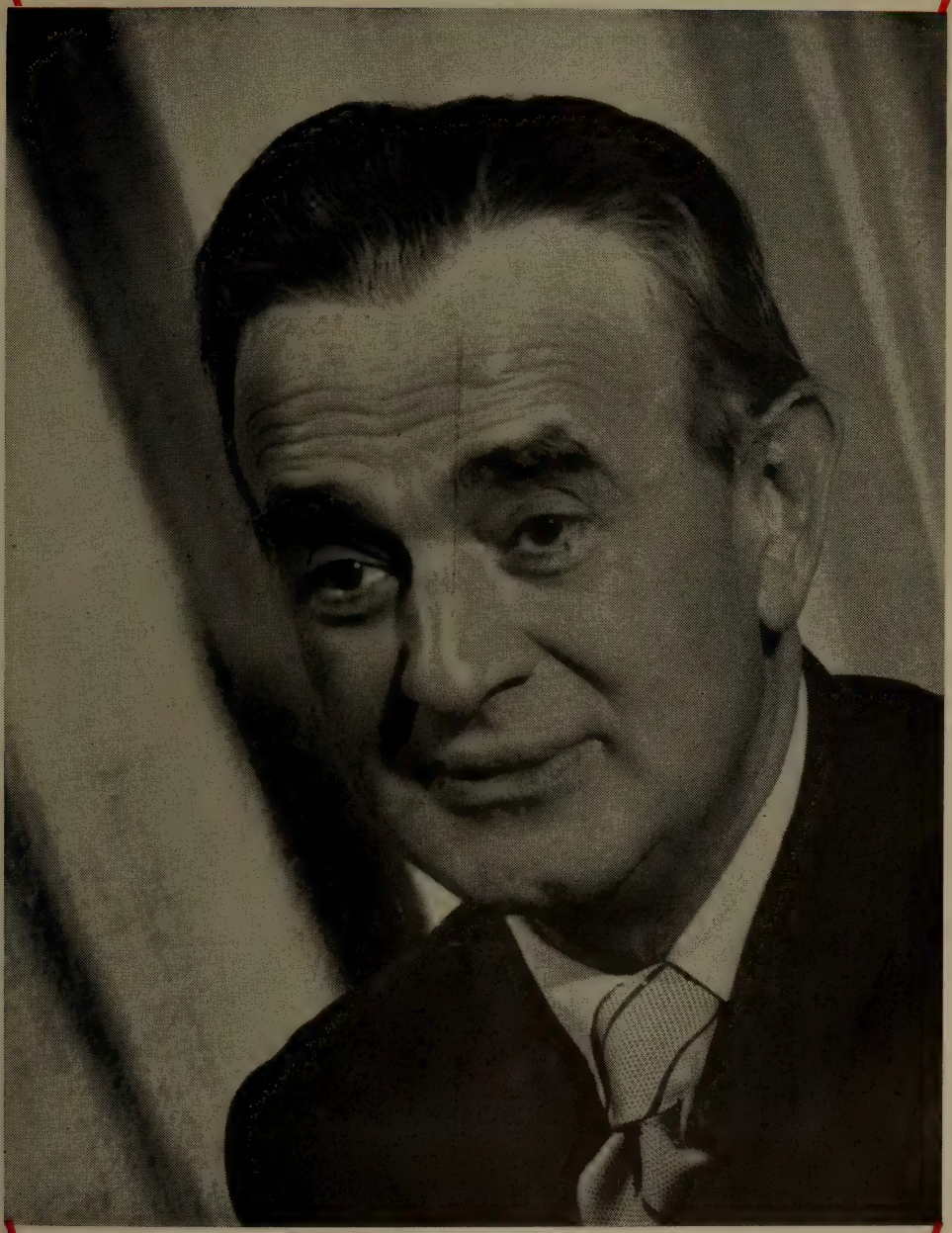
MUSICAL DIRECTOR

OF

MAX LIEBMAN'S "YOUR SHOW OF SHOWS"

NBC-TV

"YOUR SHOW OF SHOWS"



Max Liebman

Producer-Director

"Your Show Of Shows" — WNBT

C.A.B. SERVICE DIVERSIFIED

Opposition To Government Controls Productive

By D. MALCOLM NEILL, Chairman of the Board
Canadian Association of Broadcasters

THE Canadian Association of Broadcasters had an extremely active year in 1952. Its membership increased to 117 stations and 37 associates. Action was required from the Association on a wide variety of problems, and many of these met with successful results.

During the year the Canadian Broadcasting Corporation announced a new set of controls for broadcasting in Canada. Included amongst these was a provision that fixed percentages of programming material were to be of "original Canadian production." This is the first time in the history of broadcasting in the world that any such limitation has been proposed.

As the result of vigorous representations by CAB, the proposals have been withdrawn for re-drafting and CBC has promised consultation.

CAB has always emphasized the fact that Canadian radio broadcasting stations should be free to operate under the law like other publishers of the Dominion.

Equally vigorous representations by CAB succeeded in partial reversal of the CBC's policy of monopolizing television in Canada. Non-government capital will now be permitted to develop television service in any city where CBC does not have a television station. Although this is a step forward, the present policy of monopolizing the larger centres for CBC television is not a good one and efforts to have this situation corrected are continuing.

In 1952 the Copyright Appeal Board awarded CAPAC (ASCAP) a copyright fee scale of 1¾% of station revenue. Hitherto the fee scale had been 7c per licensed receiving set. The dollar increase amounted to roughly $300,000.

The Association has appealed this award on principle to the courts, contending that the Copyright Appeal Board do not have the power to fix a fee based on percentage of revenue. Meantime representations to the Copyright Appeal Board for a downward reduction of scale, regardless of the basis used, are vigorously continuing.

The subject of listener surveys engaged the Association's attention during 1952, and it is now proposed to set up an independent research director, who will audit and gauge the validity of all programming-popularity research.

Arrangements were made for an industry-wide pension plan, allowing all member stations to join forces in a pension plan for employees, thus offering substantial savings. Other forms of industry-wide insurance are being explored.

Member stations of the Association were permitted during 1952 to form a one-time national network for the first time in recent Canadian history. The broadcast was a special salute from the private stations to Queen Elizabeth II on the occasion of her first birthday as Queen of Canada. The broadcast itself was highly successful. Apart from drawing tremendous favorable comment, it clearly demonstrated that the privately owned stations can produce material of network calibre and handle network operation.

The broadcast was released also by several United States networks.

The Association took an active part in civil defense planning, especially in the communication field and is actively engaged in a study of the practicability of editorial policy for broadcasting stations.

This civil defense activity is an outgrowth of, and an enlargement on, the program instituted last year to meet any emergency, no matter how caused. Broadcasting, according to this plan, will aid in providing information, maintaining civilian morale and giving instructions to the defense population of the Dominion.

An adaptation of BMI's teen-age book parade is now under way and is attracting favorable attention from parent groups, editorials and listeners generally.

A wide variety of new services to members was introduced during the year, including specific suggestions on sales, promotion, programming, the effective collection and compilation of statistics, a review of economic trends and like services.

The Association's chief accomplishment, however, was establishing by the process of repetition in the minds of most Canadians the basic fact that broadcasting is publishing and there is reason, therefore for treating the broadcast form of publication in exactly the same fashion as the printed forms of publication.

Burr Tillstrom with

Kukla, Ollie and Fran Allison

5 YEARS ON TV
YEARS WITH RCA VICTOR

KUKLA, FRAN and OLLIE

Musical Director . . . . . Jack Fascinato
Producer . . . . . Beulah Zachary
Director . . . . . Lewis Gomavitz
Costume Designer . . . . . Joseph Lockwood

NBC Television Network

DICK STARK

NEWS—AUDIENCE BUILDER

Value To Radio Extends To TV, RTNDA Finds

By TOM EATON, President
Radio-Television News Directors Association

NEWS via radio and television continues to make great strides. More and more stations in both media are realizing that their best way to get additional listeners and viewers is to add news operations manned by trained news personnel.

The Radio-Television News Directors Association which was organized in October of 1946 at Cleveland as the National Association of Radio News Directors, has done much in its short history of seven years to prove to management that stations can best increase their revenue through news by winning respect, loyalty, prestige . . . and LISTENERS OR VIEWERS.

The RTNDA's object is to help not only the newsmen and women do a better job, but to assist management in holding their listeners and viewers.

Surveys made by the RTNDA during the past three years have shown that many stations throughout the nation are selling all of their news shows with very little difficulty, and as a matter of fact many radio and TV stations report that they have waiting lists of clients who want to sponsor good news shows.

At its seventh annual convention in Cleveland last December the name of the newsman's organization was changed from the National Association of Radio News Directors to Radio-Television News Directors Association so as to include newsmen of both media. At the same time the RTNDA voted to set up five regional vice presidents who would work to create greater interest in news operations in their areas and to assist stations in sound and economical ways of organizing newsrooms.

The members of RTNDA have long realized that radio and television news must have the very best in trained personnel. The officials of the organization have always kept their doors open to schools and universities who have students desiring to know more about radio and television news. At an early date the RTNDA will have a committee of veteran newsmen available for lectures or talks at schools in their communities.

The RTNDA has done much during the past three years to help newsmen get into places with their tape recorders and cameras. The association's Freedom On Information committee is ever alert to see that newsmen of the radio and TV media are not penalized, by being barred from the so-called press conferences. The committee has members in Washington and other key cities whose duty it is to see that radio and television news people get equal access to the news.

The RTNDA also has a wire service study committee which works with the various wire services, making studies of the various stories carried on the wires. The committee, which is headed this year by News Director Richard Oberlin of WHAS and WHAS-TV, Louisville, Ky., comes up with suggestions which will help improve the services to the radio and TV stations.

The top awards for radio and television news are presented each year to the winners in the RTNDA's competition by the Medill School of Journalism, Northwestern University, Evanston, Illinois. Baskett Mosse is in charge.

This year RTNDA and Northwestern are going to sponsor seminars on News for both Radio and TV at Evanston. The most experienced newsmen in radio and TV will be on hand as the instructors.

The RTNDA Bulletin is published each month with the cooperation of the School of Journalism, State University of Iowa, Iowa City. Sample copies will be furnished managers and newsmen who write to the RTNDA's Executive Secretary Burleigh Downey, WKAR, Michigan State College, Lansing, Mich.

Managers and non-members are always welcome to attend the annual conventions of the organization. This year's convention will be held in Washington, D. C., and it appears that the program will be the best in the history of the newsmen's association.

Many of the leading managers and owners of stations in the radio and television field have given their stamp of approval to the RTNDA and know that the organization's first objective is to help its members and their stations present the best in radio and TV news programs.

JAN MURRAY

MEET YOUR MATCH — N.B.C.

SUNDAY — 7 - 7:30

EASTERN STANDARD TIME

TV NOW "COMING OF AGE"

Vital Problems Must Be Faced, Decisions Made

By THAD H. BROWN, JR., Director Television Department,
National Association of Radio and Television Broadcasters

TELEVISION, literally, will begin to "come of age" in 1953. There will be vital decisions made within every segment of the industry, and the results therefrom will commence to delineate the ultimate dimensions of the medium.

The Federal Communications Commission has already exceeded the 200 mark in the issuance of post-freeze grants, a great majority of which are in the UHF channels. This unprecedented acceleration of action by the Commission is being matched by many of the permittees, who, with station construction immediately under way, are estimating inaugural operation dates hitherto thought impossible. Truly, an adequate one-word definition of television broadcasting today is—"speed."

Both the FCC and the industry are demonstrating ever-increasing faith in the UHF channels, not only engineering-wise, but in the economic aspects as well. It seems apparent, therefore, that 1953 will witness the first tests of the feasibility of UHF, not only in those markets where UHF stations are first on the air, but also where the new station will meet competition of established, pre-freeze stations.

The addition of these new grantees, and the shifting competitive aspects engendered by their operation, will bring into clearer focus the needs, requirements and demands of program availability. There will begin to develop the answer to the presently unresolved question of the equitable ratio between "live" and network programming and programming by film and kinescope.

As part and parcel of the programming question, the industry will face decisions regarding the availability of program sources for television broadcast. One of the most precedent-setting cases on this point, and one which will reverberate for years to come, is presently being argued in the Federal District Court in Philadelphia under the title of the National Professional Football case. Indeed, it is more than that; the vigor with which the Justce Department prosecutes the case—and the end result—will go far to establish whether or not many of the events people expect to witness by television in their homes at no cost will be reasonably available to them in the future.

Another question within the industry revolves around a date—June 2, 1953. That date marks the first anniversary of the allocation of channels by the FCC for non-commercial educational use. Some permittees of these channels have not yet taken action to utilize the grants; and the question is—what will become of such channels when the year of grace has passed? Will the Commission extend the deadline, or can commercial applicants petition to have these allocations thrown open to bidding by commercial interests? The FCC has not yet declared policy in this area.

Its critics to the contrary, television worked cooperatively and successfully with educational institutions of the nation to compile an excellent record of achievement in the field of education during the year just closed. And on its own, the sight-and-sound medium certainly set a new standard of mass education through its coverage of the conventions of the Republican and Democratic parties, the presidential campaign and the inaugural ceremonies that followed. Through the lenses of the TV cameras millions witnessed history in the making.

A major step toward self-improvement was taken by the industry with the promulgation of the NARTB Code of program standards. The Code was developed voluntarily within the industry as a means of better serving the public, and it is subscribed to presently by nearly one hundred individual stations and the four networks.

One of the primary objectives of television in the year ahead will be that of gaining free access to coverage of public events—particularly sporting events and legislative hearings. Broadcasters hold the unanimous belief that the public is entitled to such programming, and will make every effort to open these doors to television.

Though many other problems, and some solutions, are forecast in 1953 before Congress, the FCC, the markets and the laboratories, the foregoing are among those that come immediately to mind as major factors in the development of nationwide television broadcasting.

ROBERT MONTGOMERY

Presents

YOUR LUCKY STRIKE THEATRE

and

THE JOHNSON'S WAX PROGRAM

NBC - TELEVISION MONDAYS 9:30 - 10:30 PM EST

TV SURGE HIGHLIGHTED '52

By BRIG. GEN. DAVID SARNOFF

Continued from Page 43

uled to be broadcast during the Spring.

Sales of radio sets continue to increase, enhanced by technical refinements and attractive designs. At the beginning of 1952, there were more than 105 million radio sets in the United States, including 25 million radios in automobiles. During the year, more than 9 million new sets were produced by the industry. Portable sets, because of their efficiency and convenience have gained in popularity and will continue to do so. Clock-radios and book-size receivers in light-weight plastic cases beautifully designed in a variety of colors have contributed to the novelty and usefulness of such instruments and have increased the public demand for them.

The popularity of the "Victrola" phonograph and recorded music continues to grow. Today there are 26 million phonographs in the United States as compared with 8 million in 1946. New, simplified and improved record-changers, smaller nonbreakable records, new electronic techniques in recording, and attractively designed albums have all helped to increase the demand for phonographs and records.

The "45" records and 33 1/3-rpm Long-Play records have spearheaded the advance. Among the new developments in 1952 was the RCA Victor "EP" (Extended Play) "45" record which plays up to eight minutes a side, or a total of 16 for each 7-inch disk.

Modern record players provide the public with turntables that literally are concert stages with a catalog of music in every classification.

There is plenty of evidence at hand to show that television will by no means be limited to its present operations. The uses of TV in education are manifold. It may well be that the volume of business that can be developed in industrial television and electronics as well as television in education, will one day be larger than the volume of business now being done in the field of TV entertainment.

For security reasons the latest developments of electronics for defense cannot be discussed. It may be observed, however, that electronics is one of the most important building stones in that technology. Science links defense and industry as a bulwark on land, on sea, under the sea and in the air. Radar, robot planes, airborne television, electronically controlled missiles and other devices now are vital elements in our military plans.

In recent years, a vast new field for exploration and development called "electronics of solids" has opened in the scientific world. So impressive are the developments, and so important the potentialities for the future, that scientists are acknowledging the electronics of solids as one of the most dramatic steps in technical progress.

The United States is fortunate in having a radio-television industry made up of so many competent organizations. The keen competition among them spurs continued effort on the part of all and stimulates scientific and economic advances matched by no other country.

These competing organizations, through their individual efforts, give the United States preeminence in all phases of radio, television and electronics. For defense, this industry provides superior equipment developed and produced by American ingenuity and craftsmanship. The finest radio-television instruments and services in the world, and at the lowest cost, are made available to the American home. In achieving this, the industry provides employment for hundreds of thousands of people and contributes substantially to the high standards of living enjoyed in this great country.

It is difficult to predict and unwise to limit the possibilities of the future in such a world-wide field of operations. In science, however, we are certain that progress will continue. The basis of our confidence is our faith in technology and in the ability of Americans to apply their talents in science, research, engineering and labor. The readiness of the American public to accept new ideas as well as new services and products is stimulating to all of these forces that operate within modern industry.

We must recognize, however, that progress, in its larger sense, depends upon other factors as well as upon science and invention. We must strive to achieve world peace, preserve our freedom and maintain our American way of life. These are the main essentials that call for our spiritual as well as our physical improvement. We enter the coming year with renewed hope.

VANESSA: Wayne, Woman, and Song

Latest instrumental composition is "The Magic Touch" from "More About Love," the Versailles restaurant's hit musical for which lyrics and music were written by

BERNIE WAYNE

FILM—BACKBONE OF VIDEO

Growing Demand Felt For Screened Programs

By JOHN L. SINN, President,
Ziv Television Programs, Inc.

THERE is no better report on the status of filmed television today than the fact that three of Ziv's films are each being shown on about 70 stations.

It's not a question of whether stations will telecast filmed or live shows—they *need* filmed shows. In many markets we are selling packages of six or eight programs.

Only this week I received a letter from a midwest educator who lamented the fact that although television has now come to his city, he will never see he many wonderful programs which have been broadcast over the national networks in the past few years. Because they were live they were as ephemeral as any sight or sound, which, once seen, vanishes forever. If all programs were on film, the new station in this man's area would be able to select the best and he and his neighbors would be able to sit back and watch entertainment that a king couldn't buy.

And this is true every time and every place where a new television station goes on the air.

In addition to the wonderfully entertaining programs that would be available, it would be a great public service for each new television station as it goes on the air to show on film the great news events, current events, sports, interviews, campaigns, political conventions, and the other significant history of the past five or six years. If it only started with the great political conventions in Philadelphia in 1948, say a wonderful, important daily or weekly feature could be shown the local audiences to bring them up to date on what television has been showing since that time.

This would not only be a great public service, it would also be an excellent instrument for local promotion. For example, this program could also be shown during the day at special school assemblies, and at other special, attention-getting groups. Because it would be on film, such flexibility and permanence would be possible.

We know that listeners don't know, or don't care, whether they are watching live or filmed television. Not only in the case of historical features which I mentioned above, but also for dramas, comedies, interviews, press conferences or even news. In other words, everything, certainly all news events, should be filmed as well as telecast live, not only for posterity but also for the man who happens to be busy in his office or driving his truck when the news event took place and who would love to see it that night.

In addition to the advantages film offers to stations, film is equally important to agencies, sponsors, writers, performers and technicians—more and more of whom are insisting they will work only in film. For their own varied and individual reasons, ranging from the artistic to the economic, these people are finding film the best medium for television programs.

These people like the ease and freedom they can get with film. They like films' exciting range from illusion to realism. The actors like the comparative freedom from the director's stopwatch as well as the reduced chance of ending up in a hospital; the writers like being able to create a scene that doesn't have to be played inside chalk marks; technicians like the opportunity film affords for perfection; sponsors and agencies like knowing what they are buying; producers and distributors like being able to place the programs on many stations; directors like the artistic liberty and freedom of creation they are permitted—and above all, audiences love the wonderful things that can be done on film, the plays and stories that could never be told except on film, the great illusions they can watch on film, and the security of knowing that no matter what is happening, anywhere, if there is a film camera anywhere around, sooner or later they can see it, too, on their television screens.

We don't want to debate the relative merits or advantages of film and live. Both are indigenous to television and each must certainly do its best to give the audience the programs it wants. We do point out, however, that there are increasing numbers of the creators and performers and sponsors who find film the perfect medium for them.

CHARLOTTE MANSON

RADIO TV

MU. 8-6600

MANUFACTURING MARKSET

By FRANK M. FOLSOM

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not only the design and construction of these transmitters, but advances in receiver design and the design and installation of new combination UHF-VHF antennas by the RCA Service Company.

Both VHF and UHF provide excellent telecasting service, but, because of the added frequency range, new dual receiving equipment must incorporate the best possible technical design. This type of equipment includes combination VHF-UHF receivers, as well as conversion units for sets already in use. Our objective is to continue to provide excellent reception in the home at all stages of television's growth. In this connection, RCA has continued its engineering development of compatible color television as a future additional service to the public.

A major contributor to television's present stature, the National Broadcasting Company—a service of RCA—completed its twenty-sixth year in 1952. In both radio and television programming, NBC continued to offer new, high-calibre shows to the public. The network led all others in volume of business. For the first nine months of 1952, NBC radio and television sales totaled $92,093,592. Television scored a marked advance over previous years, with a sales total of $97,793,752 at the end of the third quarter of the year.

The most important developments in phonograph records in 1952 were those which helped to provide record buyers with "more music for less money." The pattern was set by RCA Victor's introduction of two major advances—Extended Play, which doubles the playing time of single 45-rpm records, and the "Bluebird Classics" albums. EP records make it practical to record—complete on one side—hundreds of shorter classical works which did not fit logically on previous records and, also they considerably reduce the cost of popular music albums. There has been an excellent response to the high-quality classical recordings issued on the new, low-priced "Bluebird" label.

One of the most significant releases during the year was RCA Victor's recording of the Ninth Symphony of Ludvig Van Beethoven under the direction of Arturo Toscanini with the NBC Symphony Orchestra. The list of great opera merchandise was strengthened with the addition of the full-length recordings of Puccini's "La Boheme," Verdi's "Il Trovatore," Puccini's "La Tosca," Moussorgsky's "Boris Goudenoff," as well as albums offering the highlights from Bizet's "Carmen," Donizetti's "Lucia di Lammermoor," Mozart's "Idomeneo" and the celebrated "Amahl and the Night Visitors," which made a sensationally successful debut over NBC-TV.

A recapitulation of sales figures reveal that the top show albums for the year were "Wish You Were Here" and "New Faces."

By the end of 1953, the sale of 78-rpm records probably will amount to less than 25 per cent of the market, having been replaced by the newer, unbreakable, and easier-to-handle 45 and 33 1/3 rpm speeds. With the increased number of turnables now in use, including new three-speed players, and with the growth of interest in music apparent throughout the country, the phonograph industry can look forward to the greatest sales in its 75-year history.

The growth and expansion of the radio-television and electronics industry is an outstanding example of American industry's capacity for teamwork.

For our civilian population, this teamwork meant more and better television and radio sets, records, transmitting and industrial equipment, and all the other products that have enabled the people of our country to achieve their high standard of living.

For our Armed Forces, it meant military equipment and technical assistance to help keep our country strong and free.

Big companies and small companies worked together to make the products needed for our civilian use and defense. At RCA, for example, nearly 5,000 independently-owned companies helped supply the materials and services needed to manufacture finished products. Three-fourths of these suppliers are classified by the Government as small business firms, and they receive approximately half of the dollar volume of all RCA purchases.

The electronic symbol is a bright and guiding star that challenges science and industry to advance into new fields of endeavor, to create, and to improve with quality and efficiency as the standards.

ROY ROGERS
"King of the Cowboys"
AND TRIGGER
"Smartest Horse in the Movies"

Current Picture:
"Son of Paleface"
A Paramount Picture
in Technicolor
Commercial Tie-Ups
Roy Rogers Enterprises
1418 N. Highland Ave.
Hollywood 28, Calif.

Television & Radio — NBC Network
Sponsor, Post Cereals

Recordings — RCA Victor

Exclusive Management
Art Rush, Inc.
1418 N. Highland Ave.
Hollywood 28, Calif.

Public Relations
A. L. Rackin
1418 N. Highland Ave.
Hollywood 28, Calif.

RADIO-TV'S PATRIOTIC ROLE

Election Service Drew People Closer To Nation

By TOM FITZSIMMONS, Associate Editor
Radio Annual and Television Year Book

ON JANUARY 20, 1953, Dwight David Eisenhower was sworn in as the 34th President of the United States. Approximately 60,000,000 voters cast the ballots which chose the wartime leader and his youthful running mate, Richard M. Nixon, over their distinguished Democratic opponents. Adlai E. Stevenson of Illinois and Sen. John Sparkman of Alabama.

The election of the Republican candidates marked the culmination of what was undoubtedly the most intensive radio and television campaign in the short but exciting history of these two industries, a campaign which pointed up impressively the unmatched superiority of these two media in reaching the homes and the firesides, the hearts and the minds, of the American people.

Both General Eisenhower and Mr. Stevenson waged spirited, sincere and essentially dignified campaigns in seeking the highest honor within the gift of the people, the former emphasizing the homey, man-to-man approach, with Mr. Stevenson impressing the viewer and the listener by his almost Churchillian command of the English language.

While both candidates sought to appeal primarily to the common sense of the voters, showmanship *per se* was employed effectively by both camps. The assistance of some of the foremost entertainers was enlisted by each party. While the "stints" were at times lacking slightly in dignity considering the importance of the office involved, the value of their aid was conceded by both political organizations.

Drama was utilized skillfully by both sides, but in this department the Republicans undoubtedly had an edge, with the "Oscar" in this division going probably to the broadcast-and-telecast wherein Mr. Nixon explained the existence and source of his campaign funds, and included in his address a complete recapitulation of his personal finances as well as other details regarding his home and family life which went straight to the hearts of his audience.

Drama, also, there was in the six-and-one-half-hour "telethon" by Gov. Thomas E. Dewey of New York over WOR-TV on election eve. Making his first appearance of the day at 6 a.m., he was televized at least 15 minutes of each hour until 9:45 p.m., at which time he took over completely, remaining on camera until midnight, during which time he answered innumerable questions and introduced such "guest stars" as John Roosevelt, Clare Booth Luce, Mrs. Wendell Willkie and Mrs. Fiorello La Guardia. The "telethon" was sponsored by the New York State Republican Committee.

To adequately comprehend the magnitude of the vast campaign which surged to its climax last January 20, one must, logically, start at the beginning. That beginning was marked at a date some six months before the election when radio and television joined hands in a "Get Out the Vote" drive which bore fruit a half year later in what was aptly termed "the greatest single expression of public opinion in the history of the nation."

More than 3,000 radio and TV stations participated in the get-out-the-vote drive in a co-operative effort sparked by the NARTB in association with the American Heritage Foundation and aided mightily by the state broadcaster organizations. Robert K. Richards, assistant to Harold E. Fellows, president of NARTB, was in charge for the association, with John H. Smith, Jr., as campaign co-ordinator.

Chairman of the industry committee for the drive was John F. Patt, president of the Goodwill Stations. Members of the committee included: Roger W. Clipp, WFIL, Philadelphia; Frank Fogerty, WOW-TV, Omaha; Kenneth D. Given, WLBJ, Bowling Green, Ky.; Paul Morency, WTIC, Hartford, and Joseph Wilkins, KFBB, Great Falls, Mont.

Both the NARTB and AHF supplied radio and TV stations with campaign "kits" containing a wealth of suggestions, including text for announcements as well as ideas conceived especially for clubs and commercial organizations. These suggestions were used *in toto* or were utilized as a basis for other ideas put into practice by local community groups.

In commenting on the outstanding success of the get-out-the-vote campaign, Mr. Fellows, speaking as president of NARTB, declared: "There are three particularly

(*Continued on Page* 798)

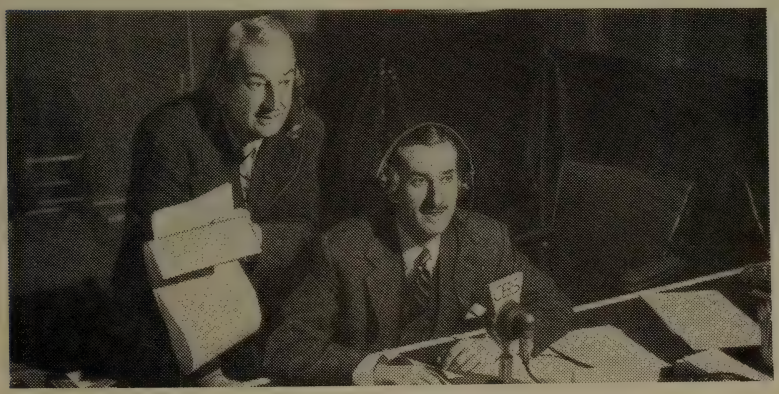
JOHN GART

COMPOSER - CONDUCTOR

As Networks Told the Election Story

NBC commentators shown in Studio 8-H are, reading clockwise: Bill Fitzgerald, W. W. Chaplin, George Hicks, Bill Weinstein, Bob Murphy, Crampton Savington and H. V. Kaltenborn.

Studio-TV-One, ABC's impressive election night news center on West 66th Street was a beehive of activity as returns came in.



Key man for CBS on election night was Bob Trout, shown at the mike above. Wells Church, CBS director of news, stands behind Trout.

Peggy Lee

TV FILM—FACT, NOT TREND

Now A Positive, Activated And Vital Institution

By CHARLES B. BROWN, Vice President,
Bing Crosby Enterprises, Inc.

A FRIEND asked recently, "What is the *trend* in film for television?" Upon checking the word trend in our Webster, we found that *"trend"* means ". . . an underlying or prevailing tendency or inclination to drift. . . ." Upon this basis, there is no trend to film in television since the move to film is a positive planned, activated movement rather than an unpremeditated, uncontrolled drift into film production.

Actually, the question of whether live shows or programs on film are best can never be an unqualified question because some programs, like special events, most quiz programs and others are best live while other certain programs are always best on film.

As we see it, the why of film growth in television, however, is not one of sheer production values alone, rather it is that film is the solution to four fundamental problems only one of which has anything to do with respect to program production quality as such. There are four problems. With the readers' indulgence, we should like to expand each of these four elements into a few brief paragraphs.

(1) *Program Quality and Suitability*: Full turn illusion as in dramatic programs can best be done on film for many reasons obvious to all. Fluffs can be edited, retakes are always possible and the fearful physical toll of continuous tension is eliminated. The week in and week out demands on live programs featuring a central character or cast is already too well known to require embellishment. Illusion can run the entire gamut of human expectation. A desert scene is just what it purports to be and the rapport of viewer with the unfolding story is doubly insured because of the sweep and scope of realism. No adjustment to scenic inadequacies is necessary.

The second problem is: *Time Zone Differences.* Nothing can be devised to move the unmovable; time differential with a visual medium simply offers an unscalable obstacle to live TV other than special events of major significance. Seven o'clock Central Time is difficult for top-budget shows, but six o'clock Mountain Time and five o'clock Pacific Coast Time is out of the question. The viewer cost per dollar differential will not be accepted as a regular matter by any sponsor paying the tab for nighttime type program particularly when he can so simply solve his problem by spotting his program in these western markets at suitable time periods.

Number three on our list is: *National Marketing Problems.* Advertising strategy, in my opinion will be applied more than ever before to meet the specific and peculiar merchandising and sales problems of each particular organization in given markets. Mass advertising will, of course, still be an important factor, but "directive-placement" of advertising funds will be both a common term and a policy in the rough competitive selling days ahead.

(4) *Local Advertising Requirements.* Retail accounts will use television as they have never used local media other than newspapers in the past. Department stores, always slow to use anything but newspaper space, will be among television's strongest local supporters.

From the standpoint of the film producer, the most encouraging sign is the desire of more national, regional and local advertisers to place business on a minimum of 39 and quite often a 52-week basis. The service and sales impact of a television film program can be much more effective if longer term buying is possible because story properties can be planned, written and/or purchased with long-term values in mind both as to writer interest and story content.

Besides these intricate values, there is continuing viewer growth potential of the longer lived program.

Lastly, local advertisers or national advertisers using local markets desire program product which is equal to the best in network programming. There is obviously not sufficient high-level talent available for local programming thus, the only certain answer is a film program which alone can bring to the local viewer, during local station time, a standard of program performance which will secure and hold a viewing audience of sufficient size to pay the investment off with profit to spare.

RALPH PAUL

"STRIKE IT RICH"
CBS—TV

"ALDRICH FAMILY"
NBC—TV

"BOB TROUT NEWS"
CBS

WILL 'PRICE' KILL LIVE TV?

Tele Film Producer Scans Present And Future

By PETER M. ROBECK, General Manager
Consolidated Television Sales

"LIVE" network television is pricing itself out of the market. The sound financial future of the entire industry lies in top-notch filmed programs sold and resold at the local and regional level.

From a sales standpoint, therefore, the future of firms such as ours, which sells and distributes filmed television programming, is exceedingly and increasingly bright. New stations are opening both in this country and abroad. The advertisers in each new market area thus being opened, and the new stations themselves, need good filmed programs and are great potential sources of revenue to the sales agents and producers. Business is good now, and it will get even better.

My guess is that approximately $50,000,000 will be spent during 1953 to produce filmed television programming. Some of these programs are earmarked for single sponsorship at the national level. Others are being produced for sales at the local and regional levels to stations, advertising agencies, and either national and regional advertisers for "spot" coverage, or to local merchants.

The success stories of stations and sponsors who have been buying filmed "open end" television prorams insures that our future will continue to be bright. Advertisers have discovered this is the best dollar-for-dollar buy available, a fact brought home to them by the enthusiastic reaction of the viewers who more and more are realizing the unmatched advantages of filmed programs.

There is no need to cite here the many advantages of filmed programming over live. By now the entire industry recognizes that film affords great flexibility in production, and that "open end" film permits maximum flexibility in programming, so that the largest possible viewing audience can be attracted to watch the show and the "commercial."

These over-all "advantages" of film are, of course, great plus factors in helping firms like ours complete sales. Gradually even the most severe critics of film are coming to realize that the technical improvements of the past few years enable film to be received with as much clarity as any "live" show. By now, the best behind-the-scenes brains in the film industry are working in television - producing, writing, filming, scoring and editing television programs.

Naturally there are rotten apples in the film barrel, just as there are in the "live" barrel. But on the whole, "film" has grown up and become a healthy, husky young man, AND a powerful sales tool.

The problems, then, confronting the firms concerned with the selling of "open end" filmed shows are twofold:

1) To obtain distribution rights to sell produced programs which have a mass audience appeal.

2) To sell and properly distribute and service such programs.

The "key" persons are the salesmen in the field. They must have not only the programs to sell, but the experience needed to properly advise and help buyers obtain maximum benefits from the product. They must be able to point the way for the stations to effect sales to advertisers, and be able to point the way for advertisers to properly do the job in their communities through the use of television.

In our case, we insist that our salesmen have a wide media background, and that they confine their operations to a limited area so that they can best service the needs of the customers, as well as our needs.

To be of mutual service, both to customers and to ourselves, the salesman must keep abreast of the times in this rapidly changing industry. He must be at once a consultant and a researcher, a seller and an aid to the buyer. He must keep his finger carefully on the pulse of the television public in order that he may detect and interpret each trend.

As a concluding note, the market is excellent now for the sale of filmed programs to be re-run in cities where they already have been shown. Available figures prove that some re-run programs obtain a larger viewing audience than they had on first run! This is a healthy sign which bodes well for the future of the industry, since the assurance of re-run revenue is enabling producers to devote larger budgets to the production of better programs.

We thank the many TV stations, advertisers and agencies for their honored requests for Joe Palooka on TV.

Pressure of events and the wish to cooperate with the Armed Forces, Red Cross, Charities and others in their requests has held up our opportunity to get the show ready. It won't be long now!

Again Sincere
Thanks,

HAM FISHER AND
JOE PALOOKA

AS WALL STREET SEES US

Average Gains Shown, With Prospects Excellent

By ROBERT M. GREBE, Night Editor,
Radio and Television Daily

WILL 1953 be the peak year for radio and television manufacturers? It is questionable, taking a backward glance at the industry, that the peak was reached in 1952.

Inasmuch as Federal Communications Commission did not lift the TV freeze until April, and waited three more months before issuing the first TV grants, expansion of television did not really get under way until the latter half of the year. Thus, set sales in markets previously unserved by video, did not really develop until the last few weeks of the year.

With many new stations taking to the air in 1953, indications would seem to point to the fact that the real boom is yet to come. Delays in expansion of course may be caused by the threat of war and rearmament, but with any degree of normality, 1953 may be *the* year.

In addition to the manufacturing phase, the approval of the merger of the American Broadcasting Company and United Paramount Theaters is certainly of interest. With new capital, ABC threatens to move into the top brackets. Whether or not that development will come this year or next, or at some later date, remains to be seen.

*

One manner of evaluating the gains of the industry during the year of 1952 is looking at the trends of the various stocks on the New York Exchange. It is not a perfect picture however, since many of the concerns listed are engaged in other fields of endeavor other than the manufacturing of radio and television equipment and sets. But it does give a clue.

Stock prices of major radio-TV and electronic companies during 1952 showed little more than average gains in most instances, and in some cases, showed declines. For the most part, they followed general market trends, in spite of the lifting of the TV freeze and other industry factors.

Of special note is the fact that two firms, both involved in the merger of the American Broadcasting Company and United Paramount Theaters, showed declines. Du Mont Labs., starting the year at 16¾, wound up 1952 at 16, after minor fluctuations. ABC itself fell from 11⅜ in January to 9¾ at year's end.

Other leaders in the field failed to show anything unusual, indicating that the full effects of the FCC "thaw" on television is yet to be felt by the industry. Major gainers were Zenith Radio, moving from 67½ to 81 during the year and General Electric, from 59½ to 72¾ on December 31. Both concerns, it may be noted, are involved in the appliance field, which could mean that their prices were due to other factors.

Other majors showed the more average gains. These include. Admiral, from 26¾ to 30½; Philco common, 27 to 35¼; RCA common, 23½ to 28⅜; Stewart-Warner, 19½ to 22⅛; and Westinghouse, 39⅞ to 47¾.

CBS A and B stock showed similar gains. A stock rose from 34¼ to 39 and B rose from 34⅛ to 39⅛. The latter stocks gained despite generally adverse factors affecting the CBS color TV system, on which the company has spent heavy sums.

AT&T, partially affected by coaxial cables and lines supplied to the industry, rose from 156¼ to 159⅜.

*

Another means of checking the gains or losses of industries in the year is through the year-end statements. For the most part, electronics manufacturers reported record or near record income for the year, while net incomes were proportionately lower. The latter was attributed by most of the concerns to increased taxes.

RCA gross income, for example, jumped 16 per cent in 1952 over the previous year to a new high of nearly $694-million, but at the same time, profits went from some $31-million in 1951 to only slightly more than $32 million in 1952.

Total sales by Westinghouse Electric rose 17 per cent in 1952 over 1951 to nearly $1.5 billion. But net income showed only a six per cent increase to about $68.6 million.

And General Electric sales jumped 13.1 per cent in 1952 over 1951 to $2.6 billion while net earnings rose 9.8 per cent to nearly $152-million.

Perhaps the law of diminishing returns was at work, perhaps it was the higher taxes or some other factor. Yet the gains were not enough to be of great importance when one considers the lower dollar value since the start of the Korean conflict.

With the rapid expansion of TV across the country, the foundation has been laid for new peaks. Given favorable conditions to operate (eased material controls, lower taxes, etc.) the industry could make 1953 far greater than 1952 and perhaps lead the way to an even better 1954.

ABC

Sign of Good Business

Here's a sign that ABC *means business* in radio . . .

It's the symbol of the *new* ABC . . . and a sign that big things are in the air!

New programs are being developed. New talent will be attracted. New facilities are going to be added. ABC now has a powerful combination of added experience and showmanship to make its leading position even stronger.

Yes, ABC *means business.* If you are an advertiser, *this* is the time to put ABC radio in your plans!

ABC RADIO NETWORK

Radio and Television
TELEPHONE NUMBERS
in NEW YORK

AM Radio Stations

WABC	SUsquehanna 7-5000
WBNX	MElrose 5-0333
WCBS	PLaza 1-2345
WEVD	PLaza 7-0880
WFAS	WHite Plains 9-6400
WGBB	FReeport 9-1400
WHLI	OLympia 8-1100
WHOM	CIrcle 6-3900
WINS	BRyant 9-6000
WKBS	OYster Bay 6-2500
WLIB	ORegon 9-2720
WMCA	CIrcle 6-2200
WMGM	MUrray Hill 8-1000
WNBC	CIrcle 7-8300
WNEW	PLaza 3-3300
WNYC	WHitehall 3-3600
WOR	LOngacre 4-8000
WOV	CIrcle 5-7979
WQXR	LAckawanna 4-1100
WWRL	NEwton 9-3300

FM Radio Stations

WABC-FM	SUsquehanna 7-5000
WABF-FM	TEmpleton 8-5400
WCBS-FM	PLaza 1-2345
WFAS-FM	WHite Plains 9-6400
WGHF	LExington 2-4927
WGNR	New Rochelle 6-1460
WHLI-FM	OLympia 8-1100
WMGM-FM	MUrray Hill 8-1000
WNBC-FM	CIrcle 7-8300
WNYC-FM	WHitehall 3-3600
WOR-FM	LOngacre 4-8000
WQXR-FM	LAckawanna 4-1100

TV Stations

WABC-TV	SUsquehanna 7-5000
WABD	MUrray Hill 8-2600
WATV	BArclay 7-3260
WCBS-TV	PLaza 1-2345
WNBT	CIrcle 7-8300
WOR-TV	LOngacre 4-8000
WPIX	MUrray Hill 2-6500

National Networks

American Broadcasting Co.	SUsquehanna 7-5000
Columbia Broadcasting System	PLaza 1-2345
Keystone Broadcasting System	PLaza 7-1460
Mutual Broadcasting System	PEnnsylvania 6-9600
National Broadcasting Co	CIrcle 7-8300

Station Representatives

ABC Spot Sales	SUsquehanna 7-5000
Avery-Knodel, Inc.	JUdson 6-5536
Hil F Best	LExington 2-3783
John Blair & Co	MUrray Hill 9-6084
Blair-TV, Inc	MUrray Hill 2-5644
Guy Bolam	ALgonquin 4-7881
The Bolling Co, Inc	PLaza 9-8150
The Branham Co	MUrray Hill 6-1860
Burn-Smith Co, Inc	MUrray Hill 2-3124
CBS Radio Spot Sales	PLaza 5-2000
CBS TV Spot Sales	PLaza 5-2000
Henry I. Christal	MUrray Hill 8-4414
Thomas F. Clark Co., Inc	MUrray Hill 3-4266
Clark-Wendriss-Mann, Inc	ORegon 9-1575
Continental Radio Sales	LExington 2-2450
Donald Cooke, Inc	MUrray Hill 7-7270
Devney & Co	MUrray Hill 7-5365
Everett-McKinney, Inc.	PLaza 9-3747
Forjoe & Co., Inc.	PLaza 5-8501
Free & Peters, Inc.	PLaza 9-6022
Melchor Guzman Co., Inc.	CIrcle 7-0624
H-R Representatives, Inc.	MUrray Hill 9-2606
Headley-Reed Co.	MUrray Hill 3-5467
George P. Hollingbery Co.	BRyant 9-3960
The Katz Agency, Inc.	PLaza 9-4460
Joseph Hersney McGillvra, Inc.	MUrray Hill 2-8755
Robert Meeker Associates, Inc.	MUrray Hill 2-2170
National Bcstg. Co. (Spot-Local Sales)	CIrcle 7-8300
Pan American Bcstg. Co.	MUrray Hill 2-0810
John E. Pearson Co.	PLaza 8-2255
John H. Perry Associates	ELdorado 5-3197
Edward Petry & Co., Inc.	MUrray Hill 8-0200
Radio Representatives	MUrray Hill 8-4392
William G. Rambeau Co.	MUrray Hill 6-5940
Paul H. Raymer Co., Inc.	PLaza 9-5570
The O. L. Taylor Co.	MUrray Hill 8-1088
The Walker Representation Co., Inc.	MUrray Hill 3-5830
Weed & Co.	MUrray Hill 7-7772
Adam J. Young, Jr., Inc.	MUrray Hill 9-0006

Advertising Agencies

Anderson & Cairns, Inc.	MUrray Hill 8-5800
N. W. Ayer & Son, Inc.	CIrcle 6-0200
Badger & Browning & Hersey, Inc.	CIrcle 7-3719
Ted Bates & Co.	JUdson 6-0600
Batten, Barton, Durstine & Osborn	ELdorado 5-5800
Benton & Bowles, Inc.	MUrray Hill 8-1100
The Biow Co., Inc.	PLaza 9-1717
Franklin Bruck Advertising Corp.	CIrcle 7-7660
Calkins, & Holden	PLaza 5-6900
Campbell-Ewald Co., Inc.	MUrray Hill 8-3190
Cecil & Presbrey, Inc.	MUrray Hill 8-1234
Compton Advertising, Inc.	CIrcle 6-2800
Cunningham & Walsh, Inc.	MUrray Hill 3-4900
Dancer-Fitzgerald & Sample, Inc.	ORegon 9-0600
D'Arcy Advertising Co.	PLaza 8-2600
Doherty, Clifford & Shenfield, Inc.	BRyant 9-0445
Donahue & Coe, Inc.	COlumbus 5-4252
Doremus & Co.	WOrth 4-0700
Dowd, Redfield & Johnstone	MUrray Hill 8-1275
Roy S. Durstine, Inc.	CIrcle 6-1400
Erwin, Wasey & Co., Inc.	LExington 2-8700
William Esty & Co.	MUrray Hill 5-1900
Federal Advertising Agency, Inc.	MUrray Hill 8-4200
Foote, Cone & Belding	MUrray Hill 8-5000
Albert Frank-Guenther Law	COrtlandt 7-5060
Fuller & Smith & Ross, Inc.	MUrray Hill 6-5600
Gardner Advertising Co.	COlumbus 5-2000
Geyer Advertising, Inc.	PLaza 5-5400
Grey Adv. Agency, Inc.	CHickering 4-3900
Hirshon-Garfield, Inc.	MUrray Hill 8-8900
Charles W. Hoyt Co., Inc.	MUrray Hill 2-2000
Duane Jones Co., Inc.	PLaza 3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	ORegon 9-4440
The Joseph Katz Co.	MUrray Hill 8-1223
Kenyon & Eckhardt, Inc.	MUrray Hill 8-5700
Abbott Kimball Co., Inc.	PLaza 3-9600
Kudner Agency, Inc.	CIrcle 6-3200
Al Paul Lefton Co., Inc.	VAnderbilt 6-4340
Lennen & Newell, Inc.	MUrray Hill 2-9170
Marfree Adv. Corp.	LOngacre 4-7190
Marschalk & Pratt Co.	VAnderbilt 6-2022
J. M. Mathes, Inc.	LExington 2-7450
McCann-Erickson, Inc.	JUdson 6-3400
Emil Mogul Co., Inc.	COlumbus 5-2482
Morey, Humm & Johnstone, Inc.	BRyant 9-5950
Morse International, Inc.	ORegon 9-4600
George R. Nelson	CIrcle 5-5430
Peck Adv. Agency, Inc.	PLaza 3-0900
Pedlar & Ryan, Inc.	PLaza 5-1500
Fletcher D Richards, Inc.	JUdson 6-5400

Ruthrauff & Ryan, Inc. MUrray Hill 6-6400
Sherman & Marquette, Inc. PLaza 7-6400
Street & Finney, Inc. WAtkins 4-8510
Sullivan, Stauffer, Colwell & Bayles ORegon 9-2500
J. D. Tarcher & Co., Inc. CIrcle 6-2626
J. Walter Thompson Co. MUrray Hill 3-2000
J. Franklyn Viola CHickering 4-3254
Warwick & Legler, Inc. MUrray Hill 4-5800
William H. Weintraub & Co., Inc. MUrray Hill 8-3900
Weiss & Geller, Inc. PLaza 3-4070
Ward Wheelock Co. PLaza 3-7120
Young & Rubicam, Inc. MUrray Hill 9-5000

Publications

Advertising Age MUrray Hill 6-8180
Advertising & Selling LOngacre 5-3320
Billboard, The PLaza 7-2800
Broadcasting PLaza 5-8354
Editor & Publisher BRyant 9-3052
Film Daily BRyant 9-7117
Printers' Ink MUrray Hill 3-6500

RADIO-TELEVISION DAILY WIsconsin 7-6336

Radio & Television Weekly WAlker 5-2576
Sales Management LExington 2-1760
Sponsor MUrray Hill 8-2772
Standard Rate & Data Service LExington 2-6611
Television Magazine PLaza 3-3671
Tide MUrray Hill 3-7700
Variety LUxemburg 2-2700

News Associations

Associated Press PLaza 7-1111
International News Service MUrray Hill 7-8800
Press Association, Inc. PLaza 7-1111
Reuters BRyant 9-8558
Transradio Press Service, Inc. MUrray Hill 2-4053
United Press Associations MUrray Hill 2-0400

Talent Agencies

Affiliated Artists PLaza 3-1862
All America Artists, Inc. CIrcle 6-6646
Columbia Artists Management, Inc. CIrcle 7-6900
Consolidated Radio Artists, Inc. COlumbus 5-3580
Frank Cooper Associates VAnderbilt 6-5661
Fanchon & Marco, Inc. CHickering 4-3956
Gale, Inc. PLaza 7-7100
William McCaffrey Agency ELdorado 5-1076
Management Corp. of America PLaza 9-7500
Music Corp. of America PLaza 9-7500
William Morris Agency, Inc. JUdson 6-5100
Marjorie Morrow CHickering 4-0644
National Concert & Artists Corp. PLaza 9-6000
Robbins Bros. MUrray Hill 7-2033

Organizations, Unions and Government Agencies

Actors' Equity PLaza 7-7660
Advertising Federation of America BRyant 9-0430
AAAA LExington 2-7980
American Communications Assn. COrtland 7-1374
American Federation of Musicians PLaza 8-0600
AFRA VAnderbilt 6-1810
ASCAP MUrray Hill 8-8800
American Television Society MUrray Hill 6-0238
AMPA LUxemburg 2-1790
Broadcast Music, Inc. PLaza 7-1800
Federal Communications Comm. WAtkins 4-1000
Federal Trade Commission WHitehall 3-8000
Institute of Radio Engineers REgent 7-9600
Music Publishers' Protective Association CIrcle 6-3084
NAPA CIrcle 7-8194
Professional Music Men, Inc. COlumbus 5-7362
Radio Writers' Guild MUrray Hill 6-5252
SESAC, Inc. MUrray Hill 5-5365
Song Writers' Protective Assn. COlumbus 5-3758
Station Representatives Assn. MUrray Hill 5-4141
Television Broadcasters' Assn., Inc. LAckawanna 4-4788

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service CIrcle 5-6873
Advertisers Recording Service, Inc. CIrcle 6-0141
Affiliated Program Service, Inc. Murray Hill 7-1881
Air Features MUrray Hill 9-5900
Alton Alexander Productions LOrraine 8-3100
American Institute Food Products MUrray Hill 2-4944
Apex Recording Studios, Inc. PLaza 7-7067
Arts Recording Studios PLaza 8-0407
Associated Program Service PLaza 7-7710
Associated Radio & TV Production MUrray Hill 6-2523
Audio-Video Recording Co. PLaza 7-0780
Jack Barry Productions, Inc. ORegon 9-3118
Basch Radio & TV Productions MUrray Hill 2-8877
V. S. Becker Advtg. Service LUxemburg 2-1040
Ford Bond Radio Productions, Inc. CIrcle 7-2236
Byron Productions Co. CIrcle 6-2677
The Bruce Chapman Co. WIsconsin 7-9244
Cineffects, Inc. CIrcle 6-0951
Cinemart, Inc. ORchard 9-4430
Coastal Recording Co. CIrcle 6-3900
Columbia Transcriptions CIrcle 5-7300
Louis G. Cowan, Inc. PLaza 9-3700
Frederic Damrau, M.D. PLaza 5-3638
Gordon M. Day Productions Oregon 9-3595
Decca Records, Inc. COlumbus 5-2300
Roy DeGroot, Consultants, Inc. MUrray Hill 7-9135
Empire Broadcasting Corp. PLaza 9-4500
Allen A. Funt Radio Productions JUdson 6-5227
Gale, Inc. PLaza 7-7100
General Artists Corp. CIrcle 7-7543
John E. Gibbs & Co. PLaza 7-5959
Harry S. Goodman Radio Productions PLaza 5-6131
Laurence Hammond Productions, Inc. PLaza 9-2210
Arthur Henley Productions ILlinois 9-6729
Hummert Radio Features MUrray Hill 9-5900
International 16mm Corp. PLaza 7-2265
Roger Kay Enterprises CIrcle 5-7880
Keystone Broadcasting System, Inc. PLaza 7-1460
Lang-Worth Feature Programs, Inc. JUdson 6-5700
Bob Loewi Productions, Inc. PLaza 5-0958
Phillips H. Lord, Inc. PLaza 5-2211
Charles Michelson, Inc. PLaza 7-0695
Motion Picture Stages, Inc. PLaza 3-4840
William Morris Agency, Inc. JUdson 6-5100
Murphy-Lillis Productions, Inc. PLaza 7-8144
Music Corp. of America PLaza 9-7500
Muzak Corp. PLaza 7-7710
NBC Radio Recording Div. CIrcle 7-8300
National Concert & Artists Corp. PLaza 9-6000
Nelson Productions, Inc. MUrray Hill 6-5862
Press Association, Inc. PLaza 7-1111
Prockter Productions, Inc. JUdson 6-4830
Radio Artists Corp. MUrray Hill 8-0940
Radio Events, Inc. MUrray Hill 7-1668
Radio Features of America LUxemburg 2-5130
Radio-Video Associates PLaza 5-5781
Reemack Enterprises, Inc. MUrray Hill 7-7979
Reeves Sound Studios, Inc. ORegon 9-3550
Rockhill Radio PLaza 9-7979
Bernard L. Schubert, Inc. MUrray Hill 8-0940
SESAC, Inc. MUrray Hill 5-5365
K. R. Smith JUdson 2-3791
Henry Souvaine, Inc. CIrcle 7-5666
Richard Stark & Co. CIrcle 6-7337
Irvin Paul Sulds, Inc. MUrray Hill 3-3076
Television Screen Productions, Inc. PLaza 5-0808
Transcribed Radio Shows LUxemburg 2-3530
Transfilm, Inc. LUxemburg 2-1400
United Press Associations MUrray Hill 2-0400
Thomas J. Valentino, Inc. CIrcle 6-4675
Chick Vincent Co. ELdorado 5-0734
Von Baumann Studio RHinelander 4-5508
Roger White Productions PLaza 5-3560
Wolf Associates, Inc. PLaza 5-7620
Wolff-Feldman Enterprises, Inc. LAckawanna 4-3450
World Broadcasting System, Inc. MUrray Hill 8-4700
World Video, Inc. PLaza 9-3870
Wright, Wynn Associates PLaza 3-4417
Frederick W. Ziv Co., Inc. MUrray Hill 8-4700

Radio and Television
TELEPHONE NUMBERS
in CHICAGO

AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBBM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	EAstgate	7-6860
WEDC	ROckwell	2-9461
WENR	ANdover	3-0800
WGES	SAcramento	2-1700
WGN	SUperior	7-0100
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	MOnroe	6-9700
WMAQ	SUperior	7-8300
WMBI	MIchigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MOnroe	6-9060

FM Radio Stations

WEAW	AMbassador	2-1128
WEFM	STate	2-1357
WFMT	NEvada	2-2240
WXRT	MOnroe	6-9060

Television Stations

WBKB	RAndolph	6-8210
WENR-TV	ANdover	3-0800
WGN-TV	SUperior	7-0100
WNBQ	SUperior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-0800
Columbia Broadcasting System	WHitehall	4-6000
Keystone Broadcasting System	STate	2-6303
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUperior	7-8659
The Bolling Co.	DEarborn	2-5277
The Branham Co.	CEntral	6-5726
Burn-Smith Co.	CEntral	6-4437
Capper Publications	CEntral	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	STate	2-1663
Crosley Broadcasting Corp.	STate	2-6693
Everett-McKinney, Inc.	SUperior	7-9052
Furjoe & Co.	DElaware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingbery	ANdover	3-2636
Hal Holman Co.	FRanklin	2-0016
H. R. Representatives	RAndolph	6-0113
The Katz Agency	CEntral	6-7343
Joseph Hershey McGillvra, Inc.	STate	2-5282
J. P. McKinney & Son	SUperior	7-9866
Robert Meeker Associates, Inc.	CEntral	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	STate	2-7594
John H. Perry Associates	HArrison	7-8085
Edward Petry & Co., Inc.	WHitehall	4-0011
Radio Sales	WHitehall	4-6000
William G. Rambeau Co.	ANdover	3-5566
Paul H. Raymer Co.	SUperior	7-4473
The Taylor Co.	STate	2-5260
Sears & Ayer, Inc.	SUperior	7-8177
Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730
Adam Young, Jr., Inc.	ANdover	3-5448

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	FInancial	6-1600
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBD&O	SUperior	7-9200
Beaumont & Hohman	CEntral	6-4230
Gordon, Best, Co., Inc.	STate	2-5060
Blackett Hill	SUperior	7-6500
Bozell & Jacobs, Inc.	CEntral	6-6503
Buchanan & Co., Inc.	ANdover	3-6611
Leo Burnett Co., Inc.	CEntral	6-5959
Campbell-Ewald Co.	CEntral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	FInancial	6-4700
W. B. Doner & Co.	DEarborn	2-4674
Doremus & Co.	CEntral	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Albert Frank-Guenther Law, Inc.	DEarborn	2-6424
Foote, Cone & Belding	SUperior	7-4800
Goodkind, Joice & Morgan, Inc.	SUperior	7-6746
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
H. W. Kastor & Sons Advertising Co.	CEntral	6-5331
W. E. Long Co.	RAndolph	6-4606
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	CEntral	6-1640
Needham, Louis Brorby, Inc.	STate	2-5151
Olian Advertising Co.	STate	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Presba, Fellers & Presba, Inc.	CEntral	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrauff & Ryan, Inc.	FInancial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russel M. Seeds Co.	DElaware	7-1045
Sherman & Marquette, Inc.	DElaware	7-8000
Tatham-Laird, Inc.	HArrison	7-3700
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STate	2-7369
Weiss and Geller	DElaware	7-1124
Young & Rubicam	FInancial	6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior	7-0506
Louis G. Cowan & Co.	RAndolph	6-2022
Columbia Records Corp.	WHitehall	4-6000
Decca Records, Inc.	MOhawk	4-4800
Feature Productions	MIchigan	2-6015
Green Associates	WHitehall	4-0818
L. S. Toogood Recording Co.	CEntral	6-5275
William Morris Agency	STate	2-3632
Jewell Radio Productions	FInancial	6-4474

Radio and Television TELEPHONE NUMBERS in CHICAGO

Herbert S. Laufman.....WEbster 9-2302
Les Lear Productions Corp.....ANdover 3-7233
Art Linick Enterprises.....SUperior 7-3311
Monogram Radio Programs, Inc.....ANdover 3-7169
Morton Radio Productions, Inc.....CEntral 6-4144
Music Corp. of America.....DElaware 7-1100
NBC Radio Recording Division.....SUperior 7-8300
Radio Features, Inc.....FRanklin 2-4392
RCA Manufacturing Co.....WHitehall 4-4600
Standard Radio Trans. Service, Inc.....STate 2-3153
Hal Tate Radio Productions.....SHeldrake 3-0880
Tele-Radio Creations, Inc.....MOhawk 4-0015
Television Adv. Productions, Inc.....STate 2-5941
Wright Radio Productions.....SUperior 7-1280
Frederic W. Ziv Co.....FRanklin 2-8917

News Agencies and Ass'ns.

Associated Press .....STate 2-7700
International News Service.....ANdover 3-1234
Press Association, Inc.....STate 2-4581
Transradio Press Service.....STate 2-7904
RADIO DAILY.....MOhawk 4-4737
United Press .....RAndolph 6-4172

Radio, Television and Government TELEPHONE NUMBERS in WASHINGTON

Federal Departments and Agencies

American National Red Cross.....REpublic 7-8300
Archives, National .....REpublic 7-7500
Capitol, U. S. (Senate, House of Reps.) .....NAtional 8-3120
Census, Bureau of The.....LUdlow 4-3000
Commerce, Department of.....STerling 3-9200
Copyright Office, Library of Congress..STerling 3-0400
Court of Customs and Patent Appeals.National 8-4696
Defense Mobilization, Office of.....EXecutive 3-3300
Executive Mansion (White House)...NAtional 8-1414
Federal Communications Commission.EXecutive 3-3620
Federal Trade Commission.....EXecutive 3-6800
Government Printing Office.....STerling 3-6840
Interior, Department of The.....REpublic 7-1820
Justice, Department of.....REpublic 7-8200
Labor, Department of.....EXecutive 3-2420
National Labor Relations Board.....STerling 3-7373
National Military Establishment:
Air Force, Department of The.....LIberty 5-6700
Army, Department of The.....LIberty 5-6700
Navy, Department of The.....LIberty 5-6700
National Production Authority.....STerling 3-5200
National Research Council.....EXecutive 3-8100
Patent Office .....STerling 3-9200
Post Office Department.....STerling 3-3100
Radio Correspondents Galleries (Senate and House of Representatives).....NAtional 8-3120
State, Department of.....REpublic 7-5600
Supreme Court of the United States..EXecutive 3-1640
White House .....NAtional 8-1414

Non-Governmental

Clear Channel Broadcasting Service..EXecutive 3-0255
National Association of Radio and TV Broadcasters .....DEcatur 2-9300
National Press Club.....REpublic 7-2500
RADIO-TV DAILY .....MEtropolitan 8-0823
Radio-Television Manufacturers Association .....NAtional 8-3902
Radio Corporation of America.....DIstrict 7-1260
Westinghouse Radio Stations.....STerling 3-0903

AM Radio Stations

WARL .....JAckson 7-7800
WEAM .....JAckson 7-7100
WFAX .....JEfferson 2-0900
WGAY .....JUniper 9-1050
WGMS .....EXecutive 3-8676
WINX .....POplar 2-4357
WMAL .....KEllogg 7-1100
WOL .....MEtropolitan 8-0010
WOOK .....REpublic 7-8000
WPIK .....OVerlook 3-3000
WRC .....ADams 4-5400
WTOP .....MEtropolitan 8-3200
WWDC .....STerling 3-3800

FM Radio Stations

WASH-FM .....DIstrict 7-1356
WBUZ .....JOrdan 8-1300
WCFM .....REpublic 7-8688
WGAY-FM .....JUniper 9-1050
WGMS-FM .....EXecutive 3-8676
WMAL-FM .....KEllogg 7-1100
WOOK-FM .....STerling 3-7625
WRC-FM .....ADams 4-5400
WTOP-FM .....MEtropolitan 8-3200

Television Stations

WMAL-TV .....KEllogg 7-1100
WNBW .....ADams 4-5400
WTOP-TV .....MEtropolitan 8-3200
WTTG .....STerling 3-5300

News Services

Associated Press .....DIstrict 7-1500
International News Service.....NAtional 8-1733
United Press .....EXecutive 3-3430

Networks

ABC .....REpublic 7-6013
CBS .....MEtropolitan 8-3200
MBS .....MEtropolitan 8-1551
NBC .....ADams 4-5400

Radio and Television
TELEPHONE NUMBERS
in LOS ANGELES

AM Radio Stations

KALI (Pasadena) ..... RYan 1-7149
KBIG ..... HEmpstead 3025
KECA ..... HUdson 2-3141
KFAC ..... DUnkirk 4-1231
KFI ..... DUnkirk 2-2121
KFMV ..... HEmpstead 5151
KFOX ..... MAdison 2247
KFVD ..... DUnkirk 8-2345
KFWB ..... HEmpstead 5151
KGER ..... MAdison 2551
KGFJ ..... HIllside 0201
KGIL (Sherman Oaks) ..... STanley 7-3467
KHJ ..... HUdson 2-2133
KIEV (Glendale) ..... CHarleston 5-2388
KLAC ..... HUdson 2-7311
KMGM ..... TExas 0-3311
KMPC ..... HOllywood 9-5341
KNX ..... HOllywood 9-1212
KOWL (Santa Monica) ..... EXbrook 4-6761
KRKD ..... TUcker 7111
KUSC ..... RIchmond 7-2295
KWKW (Pasadena) ..... RYan 1-6744
KXLA (Pasadena) ..... RYan 1-6991

FM Radio Stations

KECA-FM ..... HUdson 2-3141
KFAC-FM ..... DUnkirk 4-1231
KHJ-FM ..... HUdson 2-2133
KMGM ..... TExas 0-3311
KNX-FM ..... HOllywood 9-1212
KRKD-FM ..... TUcker 7111
KSMV-FM ..... HEmpstead 5151
KUSC-FM ..... RIchmond 6362

Television Stations

KECA-TV ..... NOrmandy 3-3311
KFI-TV ..... DUnkirk 2-2121
KHJ-TV ..... HUdson 2-2133
KLAC ..... HUdson 2-7311
KNBH ..... HOllywood 9-6161
KNXT ..... HOllywood 9-1212
KTLA ..... HOllywood 9-3181
KTSL ..... HOllywood 9-1212
KTTV ..... HUdson 2-7111

Networks

American Broadcasting Co. ..... HUdson 2-3141
American Broadcasting Co., TV Center ..... NOrmandy 3-3311
Columbia Broadcasting System, Inc. HOllywood 9-1212
NBC Television ..... ROckwell 9-3911
National Broadcasting Co. ..... HOllywood 9-6161
Mutual-Don Lee Broadcast System ..... HUdson 2-2133
Pacific Regional Network ..... HIllside 7406

Station Representatives

American Jewish Broadcasting ..... HUdson 2-2748
Atkinson Co. ..... CRestview 6-3400
Avery-Knodell, Inc. ..... TU 2435
Walter Biddick Co. ..... RIchmond 6184
John Blair & Co. ..... GRanite 6103
Blair TV, Inc. ..... GRanite 6103
Bolling Co., Inc. ..... GLadstone 8045
The Bronham Co. ..... WEbster 1-1551
Howard C. Brown Co. ..... HOllywood 9-6045
Burn-Smith Co., Inc. ..... DUnkirk 8-8158
CBS-Radio Spot Sales ..... HOllywood 9-1212
F M Reps., Inc. ..... HIllside 2450
Forjoe & Co. ..... MAdison 6-8329
Free & Peters ..... HO 9-2151
Gene Grant & Co. ..... YOrk 8812
W. S. Grant Co. ..... MAdison 9-2653
Irene Griffith Co. ..... HIllside 3912
Harrington, Righter, & Parsons, Inc. ..... WYoming 5151
Headley-Reed Co. ..... HIllside 7738
H-R Representatives, Inc. ..... GRanite 1480
George P. Hollingbery ..... MAdison 6-3633
The Katz Agency ..... TUcker 3219
Keenan & Eickelberg ..... DUnkirk 2-8458
Lincoln Deller Radio Stations ..... HIllside 4288
Joseph Hershey McGilvra, Inc. ..... DUnkirk 7-4388
Tracy Moore ..... HOllywood 9-5408
NBC-KNBH Spot Sales ..... HOllywood 9-6161
Oakes, Harlan G., Associates ..... DUnkirk 2-3200
Lee F. O'Connell Co. ..... CRestview 5-2022
John Pearson Co. ..... DUnkirk 7-4388
Edward Petry Co. ..... MIchigan 8729
Radio Sales ..... HOllywood 9-1212
Wm. G. Rambeau Co. ..... HI 0388
Paul H. Raymer ..... HUdson 2-2376
Walker Co. ..... DUnkirk 2-3200
Weed & Company ..... HIllside 8611

Advertising Agencies

Abbott Kimball Co. of Calif. ..... DUnkirk 7-7305
Ad Associates ..... TUcker 5713
Advertisers Production Agency ..... PRospect 7761
Advertising Engineers Corporation ..... MUtual 5039
Alber, R. H., Co. ..... HOllywood 9-8273
Allen & Marshall Adv. Agency ..... DUnkirk 7-5163
Allied Advertising Agency ..... DUnkirk 7-7331
Altman, Bruce, Adv. Agency ..... BRadshaw 2-5446
Anderson-Bever-Grant, Inc. ..... ANgelus 3-7177
Anderson-McConnell Adv. Agency ..... WEbster 1-1761
Arc Advertising Agency ..... HIllside 2117
Arnold, Rupert, Adv. Agency ..... PRospect 1782
Asay, Wm. F., Agency ..... LOng Beach 7-2429
Associated Advertising Agency ..... CRestview 1-7227
Atchison, R. B., Adv. Agency ..... PRospect 1913
Atherton Advertising Agency ..... WEbster 3-8488
Ayer, N. W., & Son, Inc. ..... HEmpstead 4871
Baldwin, Ben, Adv. Agency ..... BRadshaw 2-7126
Ball, Ted H., & Co. ..... HOllywood 9-7127
Benning Co. ..... DUnkirk 8-3456
Barnes Chase Co. ..... DUnkirk 4-1193
Barnes, John, & Assoc. ..... HEmpstead 0387
Bass, Louis, Co. ..... BRadshaw 2-3396
Bates, Ted., & Co. ..... HOllywood 9-2161
Batten, Barton, Durstine & Osborn
(Hollywood) ..... HOllywood 9-7337
(Los Angeles) ..... WEbster 1-1234
Beale, H., Hammond Agency ..... DUnkirk 7-7777
Beaumont & Hohman, Inc. ..... MAdison 9-2676
Bennett, Harry, Adv. Agency ..... TRinity 2391
Benton & Bowles, Inc. ..... HIllside 9151
Berghoff Associates, Inc. ..... CRestview 5-6151
Besel Advertising ..... ANgelus 3-5121
Biow Co., Inc. ..... HEmpstead 2377
Bishop & Assoc. Inc. ..... NOrmandy 2-1158
Black, Robt. J. Adv. ..... BRadshaw 2-4072
Block Advertising Agency ..... HUdson 2-5668
Blythe, W. L., Co. ..... TUcker 5410
Bogarts, The ..... HEmpstead 6871
Booker-Cooper, Inc. ..... HUdson 2-3205
Bothwell, W. Earl, Inc. ..... GRanite 6114
Bowman, Deute, Cummings, Inc. ..... PRospect 9806
Boyd, John R., Co. ..... LOgan 1644
Bozzell & Jacobs, Inc. ..... GLadstone 3083
Brand, Michael, Assoc. ..... CRestview 6-2991

Brisacher, Wheeler, & Staff.....WEbster 1-8143
Broadcasting Advertising .....DUnkirk 9-1339
Brooks Advertising Agency.....TRinity 0558
Brown, Byron H., & Assoc.....DUnkirk 8-5284
Buchanan & Co., Inc.....CRestview 5-5231
Burnett, Leo, Co., Inc.....HIllside 7374
Byoir, Carl, & Assoc., Inc.....TRinity 6421
California Advertising Agency.....HEmpstead 8008
Calkins, Holden, Carlock, McClinton
& Smith, Inc... .....YOrk 5145
Calvert & Perry Adv.....HOllywood 9-8209
Campbell-Ewald Co. .....RIchmond 6204
Caples Co., The.....DUnkirk 7-4255
Carroll Dean .....HOllywood 9-1681
Carson-Roberts Inc.....BRadshaw 2-2719
Case, Jack, Adv. Counselor.....NUrmandy 1-1820
Case, Roger T., Assoc.....LOna Beach 7-4474
Castor & Assoc.....CRestview 5-2292
Cecil & Presbry, Inc.....HEmpstead 2324
Cinema Advertising Agency.....PRospect 2141
Citizen Advertising Agency, Inc.....MAdison 6-4383
Clark, Darwin H., Co.....MAdison 9-1661
Cloward, Velma, Advertising.....DUnkirk 4-2558
Cole, Val, Advertising Agency.....WAlnut 5182
Coleman-Jones Advertising .....MAdison 6-5859
Coleman-Packard Adv. .....OLympia 1104
Collard, Clark, Adv. Agency.....DUnkirk 3-4688
Columbian Advertising Agency.....HOllywood 9-7187
Compton Advertising, Inc.....HOllywood 9-8107
Consolidated Adv. Directors.....CRestview 4-6108
Counselors, The .....GLadstone 6167
Crank Chet, Co.....HEmpstead 5129
Crossley & Jeffries, Inc.....CLeveland 7-8271
Culp Earl R., Co. .....DUnkirk 2-8406
Cunningham & Walsh, Inc.....GRanite 6131
Dancer-Fitzgerald-Sample, Inc. .....HUdson 2-3256
D'Arcy Adv. Co.....DUnkirk 8-3462
Davis, Charlie, Advertising.....AXminster 3-5508
Davis, John G., Adv.....CRestview 5-5376
Davis & Company.....MIchigan 3908
Davis-Harrison-Simmons, Inc. .....HUdson 2-2311
Davis-Hood & Assoc., Inc..... STanley 7-4638
Degner & Assoc.....DUnkirk 7-2273
Dennis, Robert, Adv. Agcy.....ALbany 2367
Dennis, Robert F., Inc.....TRinity 4691
Donald, Dick, Adv.....DUnkirk 8-2371
Dozier & Eastman Adv.....PRospect 7091
Dunkle, W. Donald, & Assoc.....DUnkirk 3-3054
Durstine, Roy S., Inc.....DUnkirk 8-3411
Ebberts, Dan, Adv. Serv.....LOgan 4242
Edwards, Adv. Agency, The.....BRadshaw 2-5616
Edwards, John I., & Assoc.....HUdson 2-3377
Ehlert, Grace, Broadcast Adv.....VAndike 3164
Eisenberg, Ralph, Advertising.....VAndike 0439
Erwin, Wasey, & Co., Ltd.....WEbster 1-1211
Ewell & Thurber Assoc.....HOllywood 9-4994
Factor, Ted H., Agency.....DUnkirk 8-8111
Fagan, O. K., Advertising Agcy.....VAndike 2192
Fehlman, Warren P., Adv. Co.....KImball 9296
Fennell Adv. Agcy.....HOllywood 9-0906
Fishell, Dick & Assoc.....CRestview 5-4557
Foote, Cone & Belding (Hollywood).HOllywood 9-6265
Foote, Cone & Belding (Los Angeles)..MIchigan 7651
Ford-Harshberger .....HEmpstead 8193
Forester, Gene, & Assoc.....SYcamore 2-7228
Free, Newton A., Co., The.....MUtual 2161
Freiburg, John, & Co.....NOrmandy 3-2111
Fritzen, Henry, Adv. Agcy.....MAdsion 6-0555
Gardner, H. M., & Assoc.....MAdison 6-4397
Geissinger, W. B., & Co.....WEbster 3-7178
General Advertising Agcy., Inc.....HEmpstead 5128
George, Ernest N., Co.....GRanite 8962
Geoffrey Wade Adv. .....HIllside 7457
Gill Clifford Agency.....BRadshaw 2-4239
Glasser-Gailey, Inc.....DUnkirk 4-2141
Glenn Advertising, Inc.....AXminster 2-3063
Goldstone, Nat C., Agcy.....CRestview 6-1071
Gonda, Francis D., Adv. Agency.....DUnkirk 7-6126
Goodman, Kent .....HOllywood 9-7992
Grant Advertising, Inc.....HOllywood 9-5371
Grant, Will, Adv. Agcy.....DUnkirk 7-3361
Greenthal, Monrow, Co., Inc.....STanley 7-5953
Gregory, Willard G., & Co.....TRinity 0531
Harrington-Richards .....WEbster 3-5577
Harvey, William W., Inc.....DUnkirk 2-1393
Heasley & Heasley Adv. Agcy.....CRestview 5-6875
Heintz & Co., Inc.....MIchigan 6061
Hensel, Elliot C., Adv.....DUnkirk 9-1225
Hill, Don .....MIchigan 5149
Hillman, David S., Inc.....BRadshaw 2-6586
Hixson & Jorgensen, Inc.....DUnkirk 8-3121
Hoel, John D., Adv. Agcy.....RYan 1-7131
Houston Adv. Services Co.....DUnkirk 9-4171
Huber-Whiteman, Advertising .....PRospect 8131
Hubley Adv. Agency.....MAdison 6-0555
Hunter Advertising Agcy.....NOrmandy 3-1178
Industrial Adv. Assoc.....NOrmandy 2-8362
Ireland Agency .....HOllywood 9-1681
Irwin Co., Inc.....BRadshaw 2-5455
Jaffee & Jaffee Adv. Agcy.....CRestview 1-6211
Johanet Adv. Agcy.....Oregon 7-1904
Johnson, J. Howard.....MIchigan 8464
Jones, Dana, Co.....TUcker 6131
Jordon Co., The.....DUnkirk 2-2248
Juneau, C. B., Inc.....WEbster 3-7131
Kaufmann, Hans E., & Co.....HEmpstead 3800
Keane, Raymond Adv. Agency.....WEbster 3-9221
Kelloga, Edward S., Co.....DUnkirk 7-5213
Kelso, M. H., & Co.....DUnkirk 2-2072
Kenyon & Eckhardt, Inc.....HEmpstead 2101
Kester, William, & Co.....HIllside 9251
Kimball, Abbott, Co. of Calif.....DUnkirk 7-7305
Klingelsmith & Co., Inc.....DUnkirk 8-3013
Klitten, Martin R., Co., Inc.....DUnkirk 7-8396
Knight Advertising .....WEbster 1-8123
Lannen & Sanders, Inc.....MUtual 8060
Lawrence Co., The.....BRadshaw 2-5820
Lennen & Mitchell, Inc.....CRestview 1-7221
Lenz, J. M., Advertising.....HIllside 6411
Little & Co.....DUnkirk 9-1267
Lockwood-Shackelford Adv. .....DUnkirk 8-3121
Logan, Dudley L., Adv.....MAdison 9-1604
Mack-Wharton, Advertising .....RIchmond 7-5477
MacManus, John & Adams, Inc.....DUnkirk 7-3265
Mail-Ad Advertising Agency.....WEbster 1-1511
Mann Advertising Co., Inc.....DUnkirk 2-1179
Marketers, Inc. .....DUnkirk 7-5303
Martna's Adv. Service.....MAdison 6-4897
Marto, Walter, Adv. Agcy.....SYcamore 6-2239
Matthews, Anne D., Adv. Agency....SYcamore 2-3816
Mayers Co., Inc., The.....DUnkirk 8-2111
Mayne, Charles H., Co.....WEbster 3-8261
Mays & Co., Advertising.....TRinity 8534
McCann-Erickson, Inc. (Los Angeles)....MUtual 1181
McCarty Co., The.....PRospect 7011
McCreery, Walter, The.....BRadshaw 2-2168
McElroy Advertising Agency.....PRospect 2047
McKee, Burns Advertising.....DUnkirk 7-8377
McNeill & McCleery.....HUdson 2-2337
Meany, Phillip J., Co., Adv. Agency...MIchigan 3601
Mercury Adv. Agency, Inc.....BRadshaw 2-2287
Miner, Dan B., Co.....DUnkirk 8-3301
Magge-Privett, Inc. .....YOrk 7243
Moody, Thomas & Assoc.....DUnkirk 2-0544
More, C. Church, & Co.....TRinity 8043
Morgan, Raymond R., Co.....HEmpstead 4194
Murray, Dymock, Carson, Inc.....BRadshaw 2-2719
Nathan, Edw. N., Adv. Agency.....PRospect 1767
Neale Adv. Assoc.....MIchigan 2149
Needham, Louis & Brorby, Inc.....HUdson 2-2391
Nelson Advertising Service.....MIchigan 0548
Newman, Mike, & Assoc.....REpublic 5137
Newman, N. J., Adv. Agency.....TRinity 7664
Noble Advertising Co.....MAdison 6-5359
O'Connell, Robert, Adv. Agency.....HUdson 2-4530
O'Neil, Larson & McMahon.....GLadstone 2578
Ostrander, Russell P., Adv.....DUnkirk 3-3197
Pacific Advertising Service.....PRospect 5803
Patch & Curtis Adv. Agcy.....LOng Beach 6-1259
Patton, George & Co.....BRadshaw 2-1749
Pardee Co., The.....HUdson 2-7306
Pendleton, Larry & Assocs.....HUdson 2-3205
Perrett Co., The.....MUtual 2388
Peters, Lyman, Inc.....CHarleston 5-3619
Porter, Wesley H., Adv.....AXminster 3-0400
Productive Advertising Agcy.....DUnkirk 8-2251
Rand Advertising Agency.....YOrk 6255
Raymond, Larry Co.....YOrk 8125
Ringer, Lee, Advertising.....DUnkirk 7-8131
Riordan, John H., Co.....DUnkirk 4-2125
Roberts, Jack, & Associates, Inc.....TExas 0-2842

Robins-Newton-Chapman ..... HIllside 0255
Robinson, Elwood J., Adv. ..... MUtual 6293
Rocha-Eckhoff & Associates ..... HOllywood 9-5363
Rockett-Lauritzen ..... REpublic 2-9141
Ross, Charles, Adv. Agency ..... HUdson 2-1184
Ross, Ellsworth, Inc. ..... DUnkirk 8-3608
Ross Gardner, & White Advertising ..... DUnkirk 7-7211
Ross, Roy, Inc. ..... HOllywood 9-6263
Ross, W. B., Assoc., Adv. ..... DUnkirk 8-7194
Rouse, A. James, Co. ..... BRadshaw 2-5608
Ruthrauff & Ryan, Inc. ..... HIllside 7593
Sawyer, Ross, Advertising ..... RYan 1-8453
Scheltz Advertising Service ..... MIchigan 2396
Schurrer, Lou, Advertising ..... HEmpstead 3800
Sebrell, J. B., Adv. Agcy. ..... MAdison 6-9397
Seeds, Russell M., Co., Inc. ..... HUdson 2-1188
Seidel Advertising Agency ..... HIllside 0255
Shane, Leonard, Agency, The ..... DUnkirk 8-3215
Shaw Co., The ..... MUtual 5161
Sheldon, Lisle Adv. ..... HEmpstead 2366
Shore Assocs. ..... WEbster 3-7168
Sieck H. Chas. Inc. ..... BRadshaw 2-6403
Simmons, Dean ..... WEbster 1-1311
Simmons Co. ..... BRadshaw 2-5319
Simons Adv. Agency ..... WAlbridge 2753
Smalley, Levitt & Smith ..... MUtual 5336
Smith & Bull Adv. ..... HEmpstead 5671
Smith, Robert Adv. Agcy. ..... TRinity 9529
Smith, T. Tyler, Adv. Agcy. ..... HEmpstead 9239
Stahl, Chas. ..... MAdison 7844
Stebbins, Barton A., Adv. ..... TRinity 8821
Stebbins, Hal, Inc. ..... PRospect 5317
Steller, Millar & Lester, Inc. ..... DUnkirk 7-5377
Stevens, J. G., Inc. ..... HIllside 8361
Stevens, Stuart ..... GLadstone 8645
Stiller, Geo. & Assoc. ..... WEbster 1-1688
Stodel Adv. ..... DUnkirk 4-2133
Straus, J. W. & Co. ..... DUnkirk 3-5072
Sullivan Stauffer Colwell & Bayles, Inc. ..... HIllside 2119
Swafford & Co. ..... BRadshaw 2-2784
Taggart & Young ..... WEbster 3-8108
Theatrical Adv. Agcy. ..... MIchigan 7761
Thompson, J. Walter, Co. ..... WEbster 3-2701
Tullis Co., Inc., The ..... HEmpstead 6831
Universal Advertising Agency, Inc. ..... HIllside 8218
Van der Boom, Hunt, McNaughton, Inc. ..... DUnkirk 2-6203
Van-Scott, Inc. ..... DUnkirk 9-2300
Vaughn, Jack Adv. Agcy. ..... ROchester 9-2535
Wade, George, Adv. Agency ..... HIllside 7457
Ward Wheelock Co. ..... HIllside 9221
Warwick & Legler, Inc. ..... DUnkirk 3-1141
Webster, R. W., Adv. ..... MAdison 9-2283
Weinberg, Milton, Adv. Co. ..... DUnkirk 3-4134
Weitzman, Louis J. Adv. Agcy. ..... DUnkirk 8-3115
Welsh-Hollander Advertising ..... DUnkirk 9-1171
Wenland, Adolphe, & Assoc. ..... CRestview 4-5241
Wessells, George M., Company ..... YOrk 8258
West-Marquis Inc. ..... MAdison 9-2214
Western Adv. Agcy., Inc. ..... DUnkirk 7-7367
Westwood, Tom, Advertising Agcy. ..... TRinity 8496
Wheelock, Ward, Co. ..... HIllside 9221
Whyte, Evers, Agency ..... DUnkirk 2-2188
Wilder, Alvin ..... WEbster 8-4624
Willis, Harry G., & Assoc. ..... CHarleston 5-3325
Wynne-Alexander Adv. Agcy. ..... PYramid 1-2319
Yambert, Prochnow, McHugh & Macaulay ..... BRadshaw 2-5418
Young, M. M., Adv. ..... DUnkirk 7-3265
Young & Rubicam, Inc. ..... HOllywood 9-2731

Radio-TV Program and Transcription Cos.

Alexander Film Co. ..... HIllside 5677
American Broadcasting Co. ..... HUdson 23141
Associated Television Enterprises ..... GLadstone 9214
Audio-Video ..... CRestview 54373
Bates, Bill ..... HEmpstead 0330
B & B Recording Studios ..... THornwall 1397
Burman Swartz Productions ..... HOllywood 9-5981
Bob White Productions ..... WAlnut 5398
Bracken Productions, Inc. ..... WEbster 86196
Burton, Al Productions ..... GRanite 0176
Caston Productions ..... CRestview 50113
Cheshire & Associates ..... HOllywood 94580
Cine Video Corp. ..... NOrmandy 26128
Columbia Records, Inc. ..... BRadshaw 2-5411
Commodore Productions ..... HOllywood 98229
Cooley, Spade Enterprises ..... BRadshaw 24493
Crosby, Bing Enterprises ..... BRadshaw 22771
Custom Recorders ..... GLadstone 5168
Davis Hal, Productions ..... HOllywood 97741
Dudley, Telev. Corp. ..... CRestview 17258
Eccles Recordings, Inc. ..... HIllside 8351
Eells, Bruce, & Assoc. ..... HOllywood 95869
Electro-Vox Recording Studios ..... GLadstone 2189
Fairbanks, Jerry, Inc. ..... HUdson 21101
Feature Productions of Hollywood ..... GLadstone 5072
Five-Star Productions ..... HEmpstead 4807
Fogel, George ..... HOllywood 93577
General Artists Corp. ..... CRestview 18101
General Telev. Enterprises, Inc. ..... GLadstone 4146
Gibson, Grace Radio Prod. ..... GRanite 5543
Gray, Jeanne, TV & Radio Prods. ..... CRestview 4-5720
Guedel, John Radio Productions ..... HEmpstead 5186
Hayes-Keith Productions ..... HOllywood 94584
Hickox, Andres G. Prods. ..... HOllywood 92281
Hollywood Central Recording Studios, Inc. ..... HEmpstead 2131
Lawrence & Lee Productions ..... HIllside 0101
MacGregor, C. P., Sound Studios ..... DUnkirk 4-4191
MacMurray, Ted & Co. ..... HIllside 4305
Marquis, Arnold Productions, Inc. ..... HOllywood 95119
Mayfair Transcription Co. ..... CRest 18151
MGM Radio Attractions ..... TExas 0-3311
Mitchel, Les, Productions, Inc. ..... FL 31105
Monogram Radio Programs, Inc. ..... WEbster 1-1551
Music City ..... HOllywood 9-8211
National Film Attractions, Inc. ..... GLadstone 4750
Norris & Co. ..... HEmpstead 4814
Oxarart & Steffner, Inc. ..... HOllywood 91171
Patin, Ray, Productions ..... HUdson 2-1147
Peerless Film & Radio Prod. ..... GLadstone 5613
Procter & Gamble Prods., Inc. ..... GRanite 6566
RCA, Victor Division ..... HIllside 5171
Radio Recorders, Inc. ..... HEmpstead 3282
Raison, Dorothy N. ..... HIllside 8266
Proscenium Productions, Inc. ..... WEbster 11147
Reynolds, Stu, Prod. ..... CRestview 16155
Rockett, Frederick K. Co. ..... HIllside 3183
Rocket Pictures, Inc. ..... GRanite 7131
Ross, Jack ..... HOllywood 94019
Rourke, Jack, Productions ..... HEmpstead 7178
Rubens Productions ..... GRanite 6930
Sande, Robert ..... GLadstone 6181
Screen Gems, Inc. ..... HUdson 2-3111
Snader Telescriptions Corp. ..... CRestview 54451
Songs Ads ..... GLadstone 6181
Standard Radio Transcription Service Inc. ..... WEbster 89181
Stokey, Mike, Productions ..... HUdson 21241
Studio & Artists Recorders ..... HIllside 8241
Sutherland, John, Prods., Inc. ..... DUnkirk 8-5121
Telefilm, Inc. ..... HOllywood 97205
Telepix Corp. ..... HIllside 8351
TV Ads, Inc. ..... DUnkirk 81323
TV Spots ..... GLadstone 5171
TeeVee Co., The ..... CRestview 51076
Telemount Pictures, Inc. ..... HOllywood 98321
Tele-Sound Productions ..... HEmpstead 2131
Television Guild Productions ..... HOllywood 92895
Teleways Radio Productions, Inc. ..... BRadshaw 21447
Thomas Co., The ..... HIllside 6564
Universal TV Productions ..... BRadshaw 2-5597
Universal Recorders ..... HOllywood 9-8282
Vallee-Video ..... HIllside 6118
Van Ronkel Productions, Inc. ..... DUnkirk 78184
WRS Recording Lab. ..... GLadstone 1454
Western Recorders ..... HEmpstead 6811
Wilding Picture Prods. of Calif. ..... WEbster 0183
Wiley, Fletcher Prods. ..... HOllywood 91212
Williams-Nickolas Animated Prods. ..... HOllywood 9-8948
Wixson, Herbert ..... SUnset 23580
World Broadcasting System ..... HEmpstead 5121
Wright, Carter, Enterprise, Inc. ..... HOllywood 9-0944
Ziv, Frederic W. ..... HEmpstead 5121

Radio and TV Artists Agencies

Ainsworth, Helen ..... CRestview 62062
Allen, Larry ..... HEmpstead 0421
Allied Casting ..... HEmpstead 7124
Alvarado, Carlos ..... CRestview 57203
American Copyright ..... CRestview 60369
American Federation of Radio Artists ... HIllside 5125
Artists, Ltd. ..... CRestview 67015
Auer, Miles ..... CRestview 17141
Barnes, William, Agency ..... ARizona 9-6647
Bender-Ward ..... CRestview 17247
Bergerman, Stanley, & Co. ..... CRestview 6-4124
Bernie, Herman ..... CRestview 50117
Beyer, Chas. ..... HIllside 2125
Bloom, Phil, Agency ..... CRestview 6-1339
Brandies, Bob, Agency ..... GLadstone 6978
Business Administration Co. ..... CRestview 67071
Carling, Cliff ..... HIllside 9311
Chaplin, Lita ..... CRestview 6-3187
Charney, William B. ..... GRanite 5191
Columbia Artists Management ..... MAdison 62327
Cooper, Ray ..... CRestview 69769
Cukor-Lipton ..... CRestview 6-8989
Darrow, Agency ..... ARizona 30951
Donaldson, Jack ..... CRestview 4-6291
Demling, Gus ..... CRestview 12161
Deuser, Lewis J. ..... CRestview 19134
Dilson, Clyde ..... CRestview 61825
Dooks, Virginia ..... CRestview 54177
Edington-Cloutman Agency ..... CRestview 4-5141
Famous Artists ..... CRestview 15222
Federal Telefilm, Inc. ..... GRanite 5111
Feil, Murray, Artists' Manager ..... CRestview 5-5569
Feins, Bernard ..... CRestview 51155
Frings, Jurt ..... CRestview 16115
Fralick, Freddie ..... CRestview 1-2142
Frye, Clinton L. ..... OLympic 6352
Garfield, Milton, Agency ..... CResview 5-5074
General Artists ..... CRestview 18101
Gertz, Mitchell ..... CRestview 45491
Gold, Sid ..... CRestview 17149
Goldstone, Jules ..... CRestview 51191
Goldstone, Nat ..... CRestview 61071
Gollob, Harry, Agency ..... WEbster 1-4005
Grashin, Mauri ..... CRestview 16449
Gregory Assts. ..... BRadshaw 25084
George Greif & Assoc. ..... GRanite 7197
Greshler, Abner ..... CRestview 45339
Grossman, Milton M., Agency ..... CRestview 6-6163
Gwynn, Charles E. ..... CRestview 5-4179
Halliburton, Jeanne ..... CRestview 5-5575
Halliburton-Weintraub ..... CRestview 11137
Hamilburg, Mitchell ..... CRestview 54171
Heasley, Jack ..... CRestview 4-5273
Hecht, Harold ..... CRestview 15246
Henry, Edd ..... CRestview 50186
Herdon-Sherrell ..... CRestview 15236
Herzbrun, Walt ..... CRestview 64157
Irwin, Lou ..... CRestview 17131
Jackson, Edith ..... GRanite 0155
Jacobson, Vernon ..... CRestview 52545
Jaffe Agency ..... CRestview 66121
Katz, Fred, Agency ..... CRestview 6-3189
Kingston, Al, Agency ..... CRestview 5-4505
Kohner, Paul ..... CRestview 15165
Kramer, Earl ..... CRestview 62338
Lance, Leon ..... CRestview 66014
Landy, George ..... CRestview 15246
Lazar, Irving ..... CRestview 56153
Leonard, Fred ..... HIllside 7546
Lesser, Ted ..... BRadshaw 23655
Levee, M. C. ..... CRestview 6-6285
Lewis, Henry ..... CRestview 55129
Lewis-Molson ..... CRestview 16111
Linsk, Lester ..... CRestview 54396
Longenecker, Robt. ..... CRestview 6-1093
McConkey Artists Corp. ..... HEmpstead 7141
Mack, Roy & Levene, Lou, Agency .. CRestview 1-2141
McMillan, Hazel, Agency ..... CRestview 1-7781
MacQuarrie Agency ..... CRestview 67162
MCA Artists ..... CRestview 62001
Manuel-Baird ..... CRestview 45288
Martyn, Marty ..... CRestview 58607
Marx, Burt ..... CRestview 17171
Medford, Ben ..... CRestview 17021
Messinger, Lili ..... CRestview 67015
Meyer, Art ..... CRestview 57865
Meyers, Walter ..... CRestview 18161
Minter, Ethel ..... CRestview 1-6161
Mishkin Agency ..... CRestview 45416
Molina, Carlos ..... HEmpstead 3271
Monter-Gray-Armstrong ..... CRestview 11191
Moore, Lola ..... CRestview 65401
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Nunes, A. R., Agency ..... HEmpstead 7124
Ochs, Al ..... HOllywood 96470
Ohman, Ernie ..... CRestview 61071
Oliver, Maurine ..... HIllside 0257
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Personalities, Inc. ..... CRestview 15147
Phillips, Ed Paul ..... HIllside 8266
Pomeroy, Jack ..... CRestview 45148
Powers, Richard ..... CRestview 19134
Preminger, Ingo, Agency ..... CRestview 6-1023
Rocamora, Wynn ..... CRestview 45431
Rollo, Joe, Agency ..... CRestview 5-5244
Rosenberg, Geo. ..... CRestview 18121
Radio Artists Corp. ..... CRestview 17111
Rubens & Associates ..... GRanite 6930
Rush, Art ..... HIllside 5161
Ryan, Frank ..... CRestview 14627
Salkow, Lester ..... CRestview 54505
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Silber-Bren ..... HIllside 9106
Sharpe, Don ..... CRestview 62044
Shauer, M. A. ..... CRestview 11103
Shaw-Ingersoll ..... GRanite 0862
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Schnitzer-Fritscher ..... HOllywood 96271
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Stempel-Olenick ..... CRestview 1-7141
Stewart, Rosalie ..... CRestview 46123
Swanson, H. N. ..... CRestview 15115
Swoverland, Harold ..... WEbster 1-1171
Thompson, D. H. ..... CRestview 12188
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Weintraub, Murry ..... CRestview 1-1137
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White, Wm. B. ..... CRestview 46301
Wiley, Richard ..... CRestview 54170
Wilkins, Paul ..... CRestview 16188
Winkler, Daniel M. ..... CRestview 17244

Publications

Billboard Publishing Co. ..... HOllywood 9-5831
Broadcasting-Telecasting ..... HEmpstead 8181
Hollywood Reporter ..... HIllside 7411
Radio Artists Directory ..... HIllside 0101
RADIO DAILY ..... GLadstone 8436
Radio-Television Life ..... HIllside 9275
Radio-Television Mirror ..... CRestview 6-6293
Radio News ..... TUcker 9213
TV Time Magazine, Inc. ..... GLadstone 2104
Televiews Magazine ..... HOllywood 9-1935
Variety ..... HOllywood 1141

Radio-TV Audience Surveys

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Facts Consolidated ..... WY 3181
C. E. Hooper, Inc. ..... HOllywood 9-3553
Moffett Research Co. ..... HEmpstead 5653

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FARM DIRECTORS DECADE

Association Marks 10th Anniversary This Year

By MAL HANSEN, President,
National Association of Radio Farm Directors

THE year 1953 marks the 10th Anniversary Year for the National Association of Radio Farm Directors. The organization's informal beginning was in May, 1943, when a handful of farm broadcasters talked about forming a national organization while attending the Institute of Education by Radio at Columbus, Ohio. The first official meeting followed in December in Chicago. From this small beginning NARFD has increased its membership to 323 persons representing 41 states in the union, from Canada and several foreign countries in various parts of the world.

Farm broadcasting is as old as radio itself. But since the close of World War II there has been a substantial increase in the number of farm directors employed by radio and television stations, and a rapid increase in the number of hours stations are devoting to farm service programs. This has accounted for the rapid growth of NARFD. The addition of television has added new personnel to farm developments. Regular farm television shows have been on the airwaves since 1949.

Economics has been the major factor behind the growth of farm radio and farm television departments. Station managers have found that by developing a sound farm department, they are able to make more money for the station and at the same time provide the service necessary in fulfilling the requirements of their federal license.

Radio is already the key means of obtaining information on the farm, and television is making rapid headway. BMB has reported that 98.1 per cent of the nation's farm homes have radios. Tens of thousands of sets are in farm automobiles, trucks, tractors and in the milkhouse or barn.

The instantaneous nature of broadcasting, which makes weather and market news available within minutes after the news is made, materially aids the farm director in his work. These principles, multiplied by the sheer weight of numbers of receiving sets, has clinched a place in the broadcasting future for the farm director who has the background and inclination to serve the farmer over the airwaves.

Generally speaking, the men who provide this service belong to the National Association of Radio Farm Directors. The association itself has a constitution which states that its objectives are cordial relations and better understanding between commercial radio farm broadcasting and farm organizations, advertising agencies and other groups interested in reaching farm people, and the station management itself. In addition, the objectives are to keep this kind of service on a high plane, spread farm service to areas where it is now lacking and advance the welfare of those engaged in farm broadcasting.

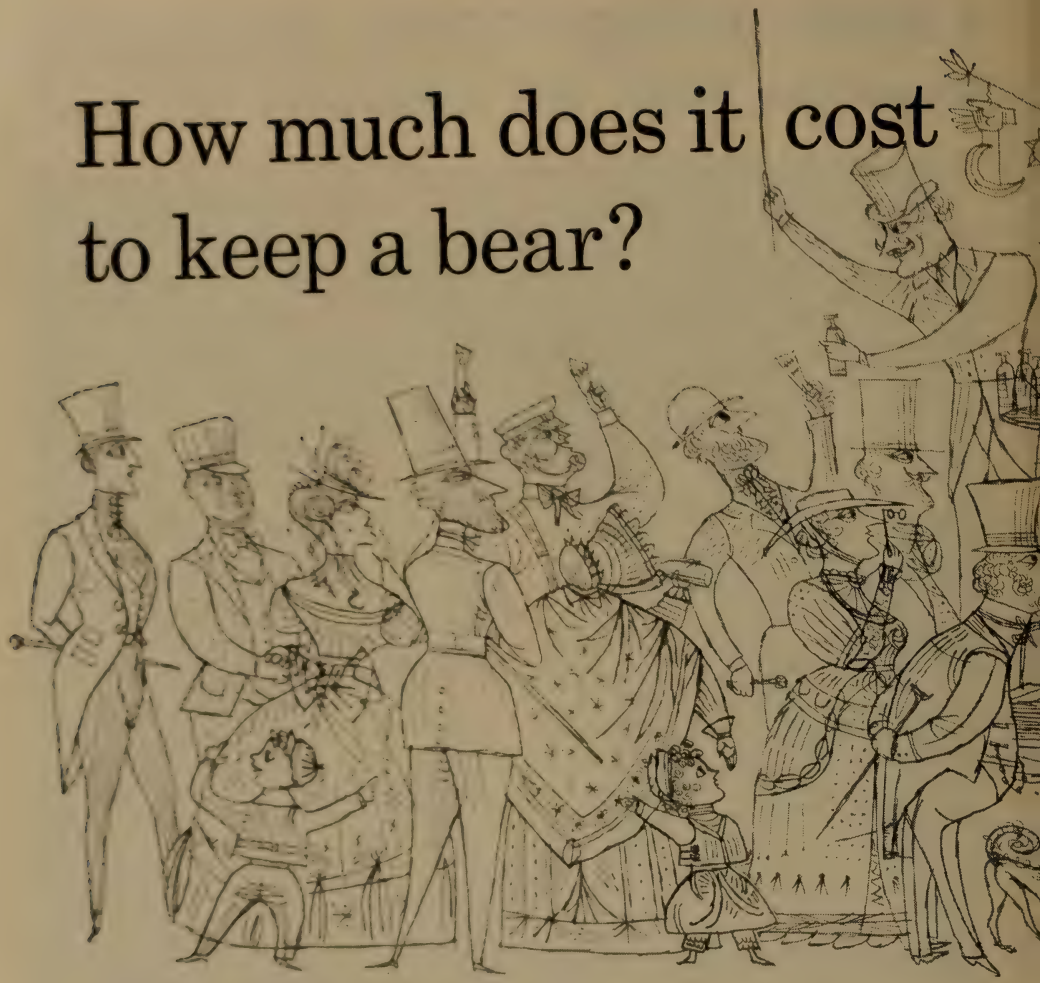
With these fundamental principles setting the course, NARFD is built on a regional basis . . . a logical step because agriculture is largely regional in nature. There are eight regional chairmen who serve with the elected national officers on the executive committee. Officers for 1953 in addition to the author, are vice-president, C. W. (Jack) Jackson of KCMO, Kansas City, Mo.; secretary-treasurer, Frank Atwood, WTIC, Hartford, Conn., and historian, Herb Plambeck of WHO, Des Moines, Iowa.

In 1952, under the leadership of President Sam Schneider of KVOO, Tulsa, Okla., the organization sought improvement in relationship among the basic triangle with which the farm director is always concerned . . . namely, the farmer, the sponsor, and the agricultural college.

In 1953 NARFD has many goals. Under the general subject of improving public relations for agriculture, farm broadcasters need to tell the story of the importance of agriculture to the consuming public. There are numerous misunderstandings between town and country that must be corrected.

Within the radio and television industry itself, a segment of managements must be made aware of the commercial potentials of good farm service programming. And even more important, the advertisers, both of farm products and consumer products, must be informed of the tremendous farm market that can be reached effectively, quickly and at reasonable cost through specialized farm shows on radio and TV.

How much does it cost to keep a bear?



If he draws a big enough crowd, a bear can earn every last berry you feed him. And the trick with a bear — or with any kind of entertainment, in person, in print, or on the air — is always the same: *to find a balance between how much an attraction costs and how much it attracts.* A way that is gaining new conviction among America's leading advertisers is network radio. For it continues to draw more people at less cost, prospect for prospect, than any other medium. It permits a rounded ad-

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NBC

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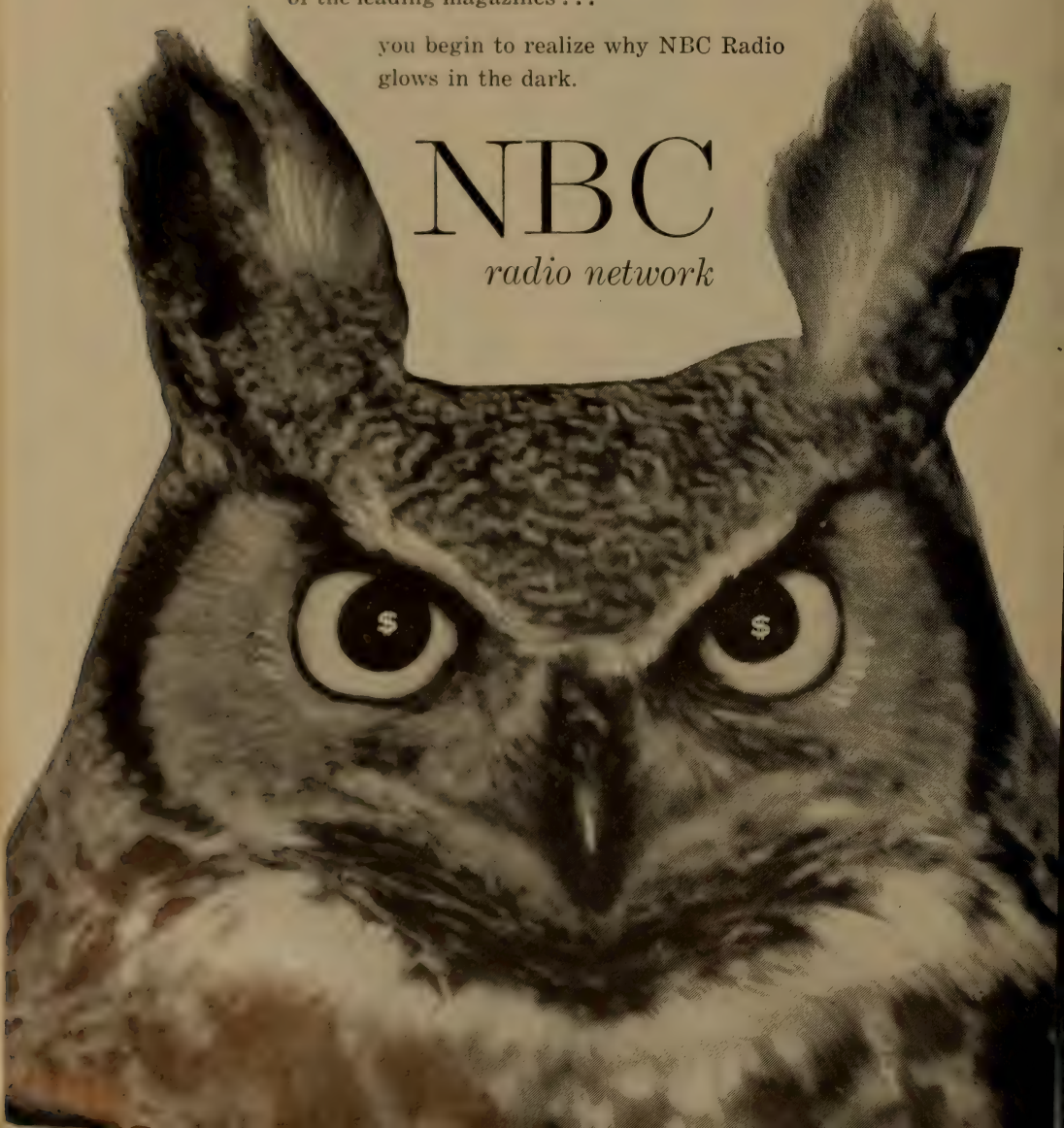

A REPORTER LOOKS AT '53

Sees Optimism Reflected In Washington Scene

By TED KELLOGG
Washington Bureau, Radio and Television Daily

THE radio-TV industry may look forward to its greatest year of expansion in 1953.

From the standpoint of a reporter covering Washington for the two industries which have become, apparently, inseparable, there were great events in 1952—the events of 1953 may not be so spectacular, but they will probably be more fundamental to the growth of radio and TV.

No one can deny that the biggest "story" of 1952 from a radio-TV reporter's point of view was the lifting of the freeze on new television stations.

This was brought about by the issuance, on April 11, 1952, of the Federal Communications Commission's Sixth Report and Order, which not only lifted the "freeze" imposed on September 30, 1948, but assigned 70 UHF channels, promulgated a new nation-wide table of TV frequency assignments, making available 2,053 assignments in 1,291 communities, and provided for a change of frequency for 30 of the then-existing 108 VHF stations.

In the interim between the freeze-lift and the end of 1952, the FCC, badly understaffed, managed to authorize 165 new TV stations, of which 21 were on the air at the close of the year and others were coming along.

But that does not tell the radio story: As of January, 1952, there were 2,406 AM stations authorized; as of the end of the year, there were 2,524, most of them on the air. Applications on hand at the end of December 1952 amounted to 251; FM stations authorized at the end of 1952 totaled 630, with 12 applications on hand.

However, these are merely figures, indicating past performance of the regulatory agency controlling the radio and TV media. Any look into the future must be "hedged."

It seems likely that 1953's biggest story (again from a Washington reporter's viewpoint) may be the Commission's decision in the Theater-TV case, now before it and being heard day by day. The case, as everyone who reads the trade press knows, involves the assignment of specific channels for the transmission of TV for use in theatre exhibition.

Another news development from Washington which may be expected this year is investigation by a new Republican Administration of the FCC. It will be remembered that the Commission was established, and has always functioned, under an administration of the Democratic party; it is known that there are some, now on the Republican "majority" side of the legislative branch, who may demand an investigation of the communications commission policies.

From a news-coverage standpoint, the declaration by President Eisenhower's press-radio secretary, James C. Hagerty, that his "boss" not only will continue to hold regularly scheduled news conferences with give-and-take verbal questions and answers, but will broadcast and telecast some of these conferences, implies a new official acceptance of the latter-day media of communication.

Just as 1952 was the first year in which educational, non-commercial television was recognized as a cultural medium, so 1953 will perhaps mark the greatest utilization of the medium.

Of the channels allocated under the Sixth Report and Order of last April, 242 were set aside for non-commercial educational TV. By the end of 1952 only 11 stations had been granted for the utilization of these channels, although the Commission members, severally and individually, had exhorted educational groups to avail themselves of the opportunity presented.

In the field of educational FM stations, there were 87 on the air as of the end of 1952, and 12 others authorized and under construction.

Those are the highlights of the coming year, as seen from Washington. There will undoubtedly be continuations of investigations of the industry's conduct (such as the Harris investigation of 1952); of its bearing on anti-trust surveillance by the Dept. of Justice, and of other angles.

But it may be said unequivocally that radio-TV news out of Washington in 1953 will be of continuously intensified interest as the industries about which it reports continue their inevitable and sensational expansion.

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Asst. General Manager for Radio.....Oliver Gramling
Secretary.....Lloyd Stratton
Assistant Secretary.....Charles Honce
Radio News Editor.....John A. Aspinwall

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New York—235 East 45th Street.....MUrray Hill 7-8800

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General Manager .....Seymour Berkson
Editor-In-Chief .....Barry Faris
General Sales Manager.....Frank J. Nicht
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New York—50 Rockefeller Plaza.....PLaza 7-1111

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Radio News Editor.....John A. Aspinwall

Reuters

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

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News Editor .....A. W. V. King
Accountant .....M. Hathaway
Chief Washington Correspondent.....Paul Scott Rankine
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New York—630 Ninth Ave.....JUdson 6-2450

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General Manager.....Charles N. Burris
Editor-in-Chief.....E. P. Genock

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

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V.P. and General News Manager.....Earl J. Johnson
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TV AS REPORTER OF NEWS

Progress Is Rapid, But It Can't Yet Match Radio

By PAUL W. WHITE, Executive Editor,
KFMB and KFMB-TV, San Diego, Cal.

TELEVISION is now old enough and experienced enough to brave a direct comparison with radio in news coverage.

And the plain hard fact is that day in and day out the newer medium can't yet match the standards of the older one.

It would be easy to choose a few exceptions, in which TV has done an exciting and superlative job, and argue the other side. When TV focuses on an event-in-progress it is often gripping and dramatic. But news is rarely action. Nowadays it's largely ideas. And it has been said before that there is no power in the world so great as the power of an idea whose hour has come.

Nearly always an idea must be expressed in words, not in pictures. Words are radio's strength—in too many instances they have been one of television's few weaknesses.

Indeed there may be some evidence to support a belief that watching the newscaster actually lessens the viewer's comprehensions.

Television executives realize this, of course, and so they have gone in strongly for gimmicks of all kinds — newsreels, stills, charts, maps, animations and cute art. The result is that many news shows are elaborately overproduced on TV — with presentation of facts taking second place to skill in the shifting of camera focus.

Television, as I've said, is at its best in watching history-in-the-making, whether it's a political convention, a baseball or football game or a parade. But even here there are some faults.

One is that no broadcaster seems as yet to have fastened upon the proper formula as to how much he should talk.

This is probably because viewers themselves differ so markedly. Take the simple common situation of a ball game in which there's one man out and a runner on first.

The batter, we'll say, rolls an easy one to short.

Now there's one type of baseball announcer who will describe the play in toto.

But there's another kind of announcer who would say only: "Rizzuto has it. Will they get two? They do."

Your long-time baseball fan undoubtedly prefers the second announcer. The only question in his mind from the time the ball is hit is whether it will result in a double play. But how about the viewer who isn't quite as knowledgable? He may want the full description supplied by the first announcer.

That's a tough one and I confess I don't know the answer.

Then there's another irritation in regard to multi-camera coverage. In most cases the cameras are trained on a single action to give the director a choice of a long or medium shot or a close-up. Rarely is there a cameraman instructed to "rove" to try to pick up subordinate aspects of the event.

And, even if there is one, the director is usually not news trained. He knows his pictures but too often he doesn't know news. TV news will get better as more news-trained personnel is placed in command of special events coverage.

At any rate, radio too can improve greatly upon the news it's giving in most communities. In a recent talk before news directors I outlined a five-point program for better radio news coverage.

I will now plagiarize myself and list the points all over again. Here they are:

First, more and more local news. The fastest growing large city in the world (San Diego) is still a pretty small town —but so's New York, for that matter.

Secondly, get on the phone and talk with people. Then record it and use it whenever you get a chance. We put on a half-hour program once a week that consists of nothing but recorded interviews with townspeople and visitors.

Thirdly, don't take your press association or your network for granted. When service on a story or the writing is bad, take the time to tell them so.

Fourthly, try to get the boss to take advantage of his FCC-given right to editorialize. Is there anything more listenable than crackling controversy?

Fifthly, do things. Don't go along this week with exactly the same schedule you had last week. Make people talk about you.

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TRANSMITTER FIELD BOOM

FCC 'Green Light' Finds Manufacturers Ready

By HERBERT E. TAYLOR, JR.,
Manager, Television Transmitter Division,
Allen B. Du Mont Laboratories, Inc.

THE year 1953 will mark a new era in the development of the television transmitter manufacturing industry. After four long years in which the "freeze" brought the building of new television stations to a grinding halt from coast to coast, the new Federal Communications Commission allocation plan has finally been launched and is well under way. The ensuing months will witness the greatest period of expansion in the transmitter field that the industry has ever experienced.

Although, relatively speaking, we have scarcely entered this new period of growth and development, we can already limn its broad outlines and begin to anticipate in some measure the enormous task which lies ahead of those who are now building the nation's television stations.

During 1953 the volume of business for the transmitter manufacturing field will be in excess of $50-million. About 75 new television stations will go on the air in the coming year and equipment for an additional 75 stations will be shipped during the same period. This together with new sales of transmitters and associated station and studio equipment will easily account for the $50-million volume in the future.

While the financial picture is a bright one, it is only part of a story of an expansion which will have far reaching beneficial effects on all segments of the industry.

Perhaps the most important development in 1953 will be the opening up in earnest for the first time of the huge field of UHF telecasting. At this writing there already have been more than 125 construction permits granted for the building of new commercial UHF stations and 9 CP's for UHF educational outlets.

The wide geographic distribution of these permits plus the flood of UHF applications not acted upon makes several important facts evident: (1) Prospective broadcasters in all areas have readily accepted UHF. (2) There is adequate financial backing to build a truly nationwide TV service in record time. (3) The desire for TV is at a fever pitch in all parts of the country.

Although UHF and VHF production will both be stepped up far beyond all previous levels, it is impossible to say exactly how much UHF equipment as compared to VHF can be manufactured or shipped in 1953. This is due to several factors. TV manufacturers face the question of split production capacity in plants which previously produced only VHF and UHF simultaneously. The speed with which UHF can be manufactured will remain unknown until quantity production gets under way. Material availability and production for defense are the important factors which can reduce output of both UHF and VHF.

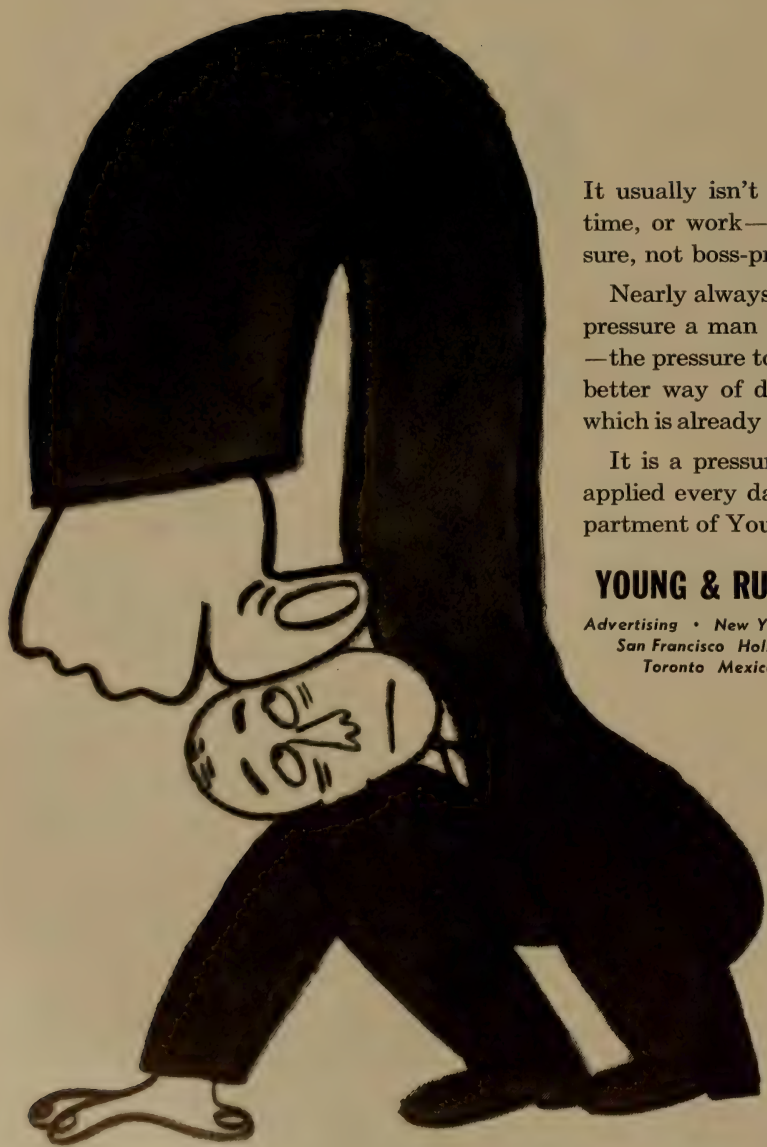
There is also the question of how rapidly the FCC will be able to conclude hearings and OK licenses, plus the kind of construction permits granted. If the FCC speeds the granting of VHF and slows UHF grants, or vice versa, production will be affected accordingly.

In the field of industrial television, greatly increased activity can be expected. Many industries such as oil, railroading, and steel have experimented widely with television during 1952. Indications are that they will start using TV on an expanding scale in 1953.

The television industry, particularly those sections of it devoted to the manufacture of broadcast equipment will supply our armed forces on an expanding scale with the electronic products necessary for our common defense. The atomic energy program will bring increased production of special electronic equipment.

Television and electronics are destined to play an increasingly important part in our lives. Up to now the manufacture of broadcast television equipment has been conducted under severe limitations, probably greater than those ever imposed on an industry in any period of our history. Those limitations have now been removed and the year 1953 will mark the turning point for the industry. In providing the country with a truly nationwide television service, the manufacturers of television broadcasting equipment face heavy responsibilities. They will more than live up to them in the year to come.

What kind of pressure creates the best advertising?



It usually isn't the pressure of time, or work—not client-pressure, not boss-pressure.

Nearly always it is simply the pressure a man puts on himself —the pressure to keep seeking a better way of doing something which is already being done well.

It is a pressure that is being applied every day, in every department of Young & Rubicam.

YOUNG & RUBICAM, INC.

Advertising • New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London

BUSINESS

Agency and Sponsor Network Billings

•

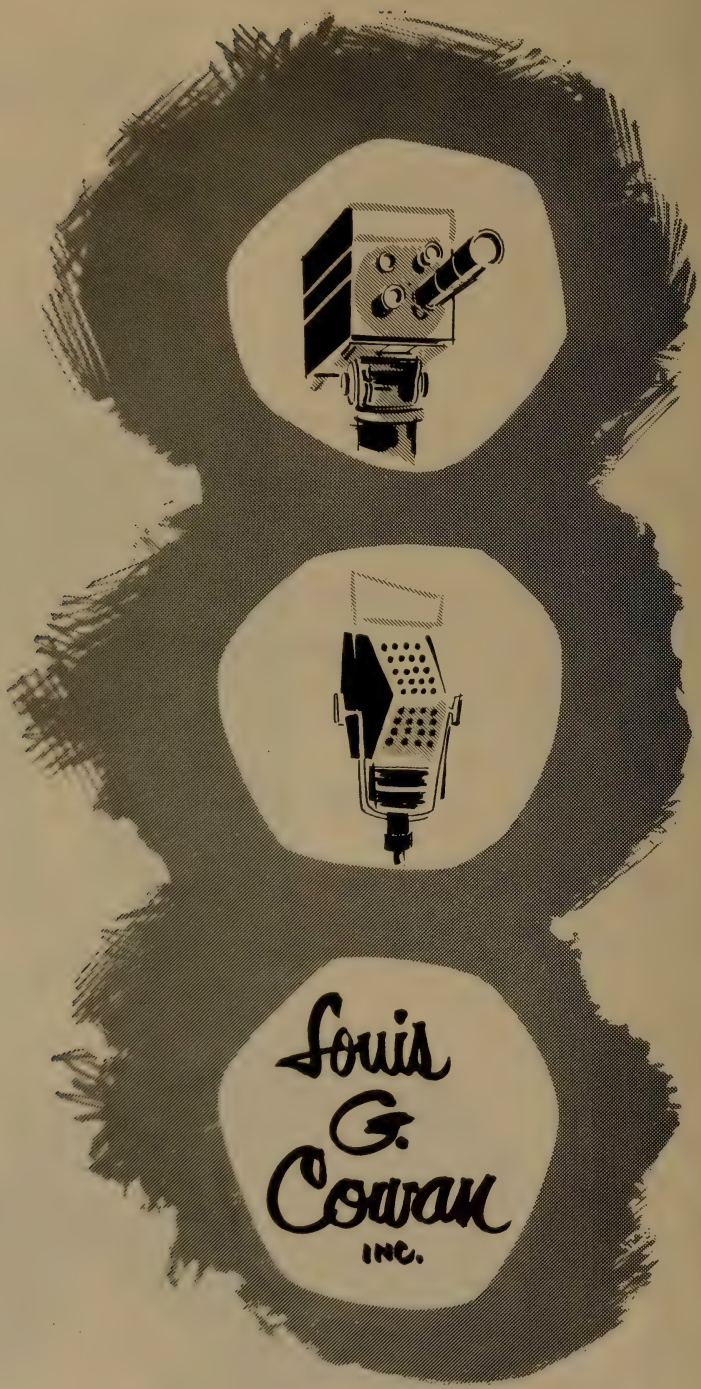
News Services

•

Advertising Agencies

•

Station Representatives



NEW YORK *575 Madison Avenue, New York 22, N. Y. PLaza 9-3700*
CHICAGO *8 S. Michigan Avenue, Chicago 3, Ill. RAndolph 6-2022*

NETWORK BILLINGS
AGENCY AND SPONSORS
1952

American Broadcasting Co. 1952 Sponsor Expenditures (AM Radio)

General Mills, Inc.	$5,745,055
Swift & Co.	2,420,147
Sterling Drug, Inc.	2,386,820
Bristol Myers Co.	1,779,764
Philco Corp.	1,721,040
Phillip Morris & Co., Ltd., Inc.	1,419,672
Prudential Insurance Co. of America	1,348,549
P. Lorillard Co.	1,108,093
General Foods Corp.	1,027,283
Equitable Life Assurance Co. of the U. S.	935,665
Lever Brothers Co.	925,285
Gospel Broadcasting Association	837,575
Gillette Safety Razor Co.	764,494
Stokely—Van Camp, Inc.	743,287
Toni Co.	736,374
Gulf Oil Corp.	698,295
Political	536,085
Goodyear Tire & Rubber Co.	522,043
American Chicle Co.	499,239
Billy Graham Evangelistic Ass'n, Inc.	492,211
Serutan, Inc.	489,398
Ralston Purina Co.	483,635
General Motors Corp.	478,432
R. J. Reynolds Tobacco Co.	460,602
H. J. Heinz Co.	446,674
Carter Products, Inc.	409,783
Electric Companys	408,204
Burton Dixie Corp.	370,935
Churches of Christ	334,728
Admiral Corp.	314,215
Texas Co.	306,615
Kellogg Co.	298,219
O'Cedar Co.	287,176
Union Oil	254,747
Seeman Bros., Inc.	219,738
Voice of Prophecy, Inc.	218,114
Warner-Hudnut, Inc.	170,472
Gruen Watch Co.	156,430
American Bakeries Co.	144,286
Christian Science Publishing Society	138,398
Lambert Co.	127,185
Free Methodist Church of North America	123,559
General Products	116,518
Hot Point	108,946
M. J. B. Co.	105,251
Sylvania Electric Products, Inc.	99,100
Durkee Foods	75,000
John H. Dulany & Son, Inc.	61,160
Dr. Wyatt	47,601
Looz Products	47,216
Club Aluminum Products Co.	44,829
F. Jordan Church in the Home	44,608
Buick Motor Co.	39,333
Zenith Radio Corp.	28,959
Planters Nut	23,363
Charles Antell	23,194
Jackson Perkins Flower Div.	21,048
Dr. Hiss Shoe Stores	19,709
Chemicals, Inc.	17,437
Peter Paul, Inc.	15,320
Fisher Body	14,594
Roman Meal Co.	13,523
Ben Hur Products	13,124
Graystone Press Co.	13,091
Institute of Religious Science Life	12,191
Imperial Candy	11,651
American Medical Association	11,186
Stanley Home Products	8,582
Vitamin Corp. of America	7,963
Shipstad Johnson	6,090
Commercial Tele Union	6,011
Sun Ware Co.	5,696
Fred Fear	5,468
Bu Tay Products	5,460
Sealy Mattress	5,400
Hoffman Radio Stores	4,713
National Labor Management Foundation	4,042
Musical Hall of Fame	3,706
American Larder Supply Co.	3,306
Lee Pharmacal	3,032
Colonial Dames, Inc.	1,840
Happy Land Comm.	704
Protestants Clarif Prop.	704
Marie Kruse Nurseries	530
Garden at Eden Plant Food	508
Penn Saw Corp.	428
Home Craft	300
National Optic	240
Assembled Unit	120
	$34,391,316

American Broadcasting Co. 1952 Agency Gross Billings (AM Radio)

Dancer, Fitzgerald, Sample, Inc.	$5,818,090
J. Walter Thompson Co.	2,421,559
Knox Reeves Advertising, Inc.	2,328,844
Calkins, Holden, Carlock, McClinton & Smith	2,091,836
Young & Rubicam, Inc.	1,980,011
Hutchins Advertising Co., Inc.	1,721,040
Leo Burnett Co., Inc.	1,455,262
Doherty, Clifford, Shenfield, Inc.	1,423,645
Cecil & Presbrey, Inc.	1,419,672
Kudner Agency, Inc.	1,356,489
N. W. Ayer & Son, Inc.	1,333,489
Lennen & Mitchell, Inc.	943,540
Warwick & Legler, Inc.	935,665
R. H. Alber Co.	837,575
Foote, Cone & Belding	748,961
Turner Advertising Agency	658,111
Walter F. Bennett Co., Inc.	615,770
Roy S. Durstine, Inc.	588,498
Tatham Laird, Inc.	519,837
Gardner Advertising Co.	483,634
Kenyon & Eckhardt, Inc.	468,691
William Esty Co., Inc.	460,602
Ted Bates & Co.	409,782
Ross Roy, Inc.	334,728
Russell M. Seeds	314,215
Benton & Bowles	220,216
Grey Advertising Agency	219,192
Pedlar & Ryan, Inc.	218,114
Joseph Katz Agency	195,022
Dean Simmons	167,440
Lennen & Newell, Inc.	164,553
McCann, Erickson, Inc.	156,430
Batten, Barton, Durstine & Osborne, Inc.	146,574
Tucker Wayne & Co.	144,286
Walton Butterfield Advertising	138,398
Lambert & Feasley, Inc.	127,185

Again in 1952, as in years past—more Americans chose BULOVA than any other fine watch in the world.

Again, we at BULOVA continued to depend upon spot radio and spot television as our principal advertising media. And, we know that the success of these campaigns was due, to a large extent, to the magnificent cooperation of the radio and television stations and their representatives throughout the country.

So, once again, to all of you — our sincere appreciation. We look forward to many more years of pleasant and profitable association.

BULOVA WATCH COMPANY, INC.

FIFTH AVENUE NEW YORK

Sullivan, Stauffer, Colwell & Bayles, Inc.	126,399
Politicals—Direct	118,208
Furman, Feiner & Co., Inc.	90,943
Weiss & Geller	87,638
W. Earl Bothwell	61,160
Century Advertising Agency	47,600
Arthur V. Jones	44,608
Henri Hurst & McDonald	40,495
Raymond R. Morgan, Co.	35,554
TV Advertisers Association, Inc.	23,194
Hal Stebbins, Inc.	19,709
Sidney Garfield & Associates	17,437
Guild Bascam & Bonfigli	13,522
Mogge Privet, Inc.	13,124
Pacific National Advertising Agency	11,650
Campaigns, Inc.	11,186
Milton Weintraub Advertising Agency	10,991
Charles W. Hoyt Co., Inc.	8,582
Walter McCreery, Inc.	6,090
Hilton & Riggio	5,468
Dan B. Miner Co.	5,459
Quality Bakers of America Cooperative	5,400
The Keilson Co.	5,338
C. Franklin Brown	5,155
Crisp & Harrison Agency	5,098
M. J. Jacobs, Inc.	3,306
Arthur Meyerhoff & Co.	1,043
	$34,391,316

American Broadcasting Co. AM Industrial Classifications

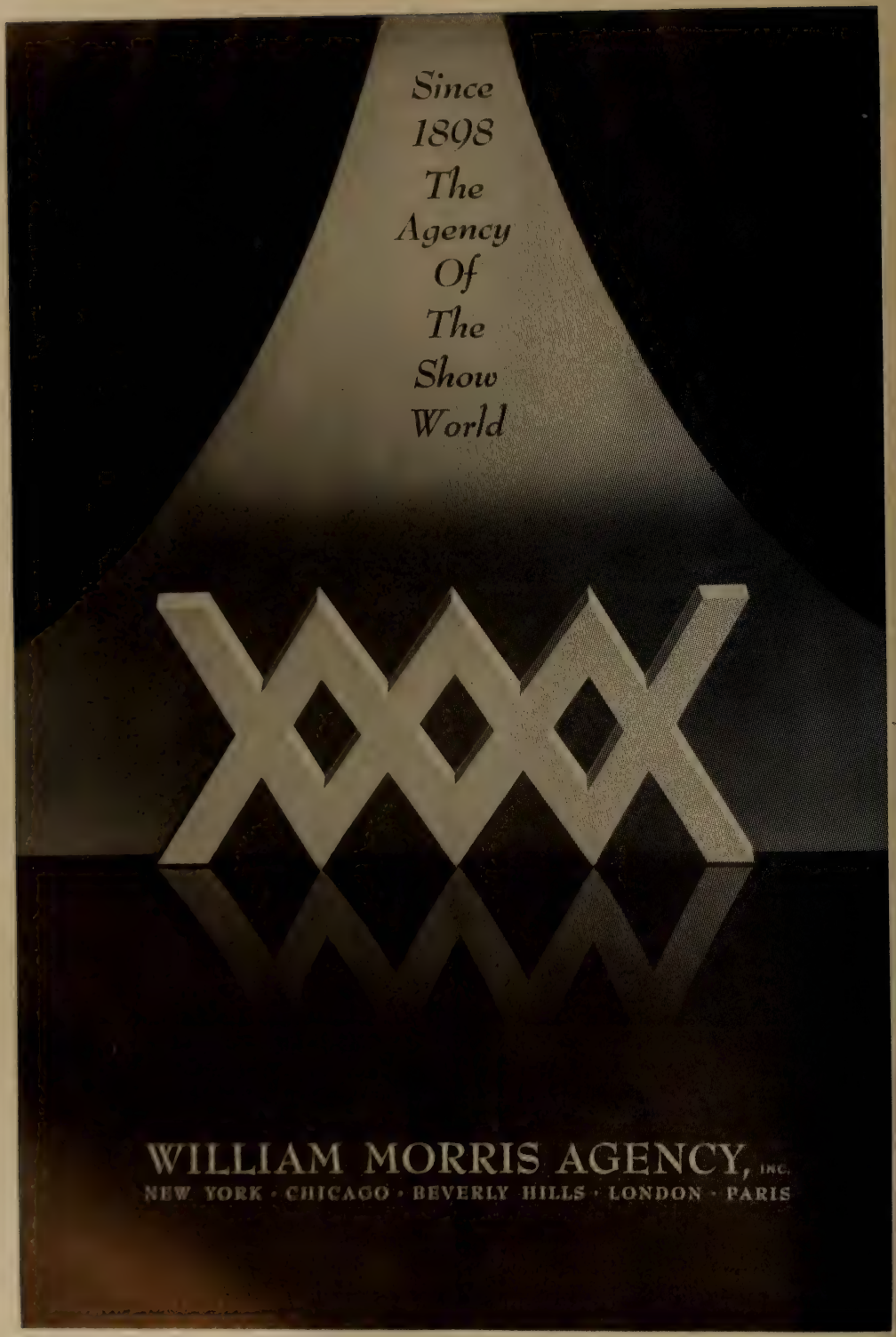
Food and Food Products	$11,590,356
Drug and Toilet Goods	7,061,742
Cigars, Cigarettes & Tobacco	2,988,367
Radios, Ref., Electrical Appliances	2,685,177
Insurance and Personal Loans	2,284,214
Religion	2,063,689
Automobiles, Trucks & Acc.	1,056,760
Lubricants, Petroleum Products & Fuel	1,004,910
Laundry Soap and Cleaners	942,722
Household Furnishings and Acc.	936,660
Confections	549,573
Politicals	536,085
Sports	254,747
Jewelry and Accessories	156,430
Publications	151,789
Miscellaneous	97,199
Clothing and Dry Goods	19,709
Institutional	11,187
	$34,391,316

American Broadcasting Co. 1952 TV Gross Network Sales Sponsors

General Mills	$2,090,483
Kellogg Co.	1,492,155
P. Lorillard Co.	1,022,558
Rosefield Packers	827,209
Nash Kelvinator Corp.	823,573
Mars, Inc.	744,823
Sterling Drug, Inc.	489,363
C. A. Swanson & Sons	452,238
Ironrite, Inc.	447,492
Procter & Gamble Co.	439,749
Ralston Purina Co.	404,907
American Tobacco Co.	389,576
Bendix Home Appliances	383,465
Sweets Co. of America	349,561
Canada Dry Ginger Ale, Inc.	335,389
Frigidaire Division	330,511
Bayuk Cigars	288,240
Celanese Corp. of America	275,692
American Chicle Co.	274,609
Billy Graham Evangelic Ass'n, Inc.	270,910
C. H. Masland & Sons	266,606
Bristol Myers Co.	250,920
Cluett, Peabody & Co., Inc.	248,185
Voice of Prophecy, Inc.	245,588
Goodyear Tire & Rubber Co., Inc.	245,397
Jacques Kreisler Mfg. Co.	244,860
Carter Products	235,890
Warner-Hudnut, Inc.	209,300
Political	207,589
Peters Shoe Co.	182,686
Charles Antell	172,505
Admiral Corp.	162,591
Young People's Church of the Air	159,772
F. W. Amend Co.	157,103
Green Giant Co.	154,613
Hazel Bishop, Inc.	152,051
Toni Co.	136,017
Richhold Chemical	131,426
Gruen Watch Co.	126,795
Kaiser-Frazer Sales Corp.	124,655
A. C. Weber & Co.	122,988
Wine Corporation of America	122,289
Anthracite Institute	118,139
Hotpoint	117,795
McKesson & Robbins, Inc.	106,102
Lambert Co.	101,640
Minute Maid Corp.	99,601
Arthur Murray Productions	93,600
Lever Brothers Co.	90,012
Sieberling Rubber Co.	89,231
Word of Life Fellowship	82,287
Vitamin Corporation of America	75,450
Frank H. Fleer	74,830
S. Johnson	66,500
Standard Oil of Ind.	55,550
Brown Shoe Co.	42,871
Hollywood Candy Co.	42,313
American Bakeries Co.	42,218
Derby Foods	41,908
M & M, Ltd.	36,048
Burton Dixie	31,500
Ranger Joe, Inc.	27,372
Rhodes Pharmacal Co., Inc.	15,690
Crosley Division of Avco Mfg. Corp.	14,939
Clorox Chemical Co.	14,889
Fisher Body	9,204
Miller Brewing Co.	8,750
Philco Corp.	3,390
Chicago Bears, Inc.	2,985
	$17,697,140

American Broadcasting Co. 1952 TV Gross Network Sales Agencies

Dancer Fitzgerald Sample, Inc.	$3,295,001
Kenyon & Eckhardt, Inc.	1,410,989
Leo Burnett Co., Inc.	1,233,567
Lennen & Mitchell	1,023,354
Tatham Laird, Inc.	835,703
Guild, Bascom & Bonfigli	827,209
Geyer, Newell & Ganger, Inc.	823,573
Young & Rubicam	744,501
Ellington & Co., Inc.	563,931
Brooks, Smith, French & Dorrance, Inc.	489,895
Foote, Cone & Belding	466,528


Since
1898
The
Agency
Of
The
Show
World
WILLIAM MORRIS AGENCY, INC.
NEW YORK · CHICAGO · BEVERLY HILLS · LONDON · PARIS

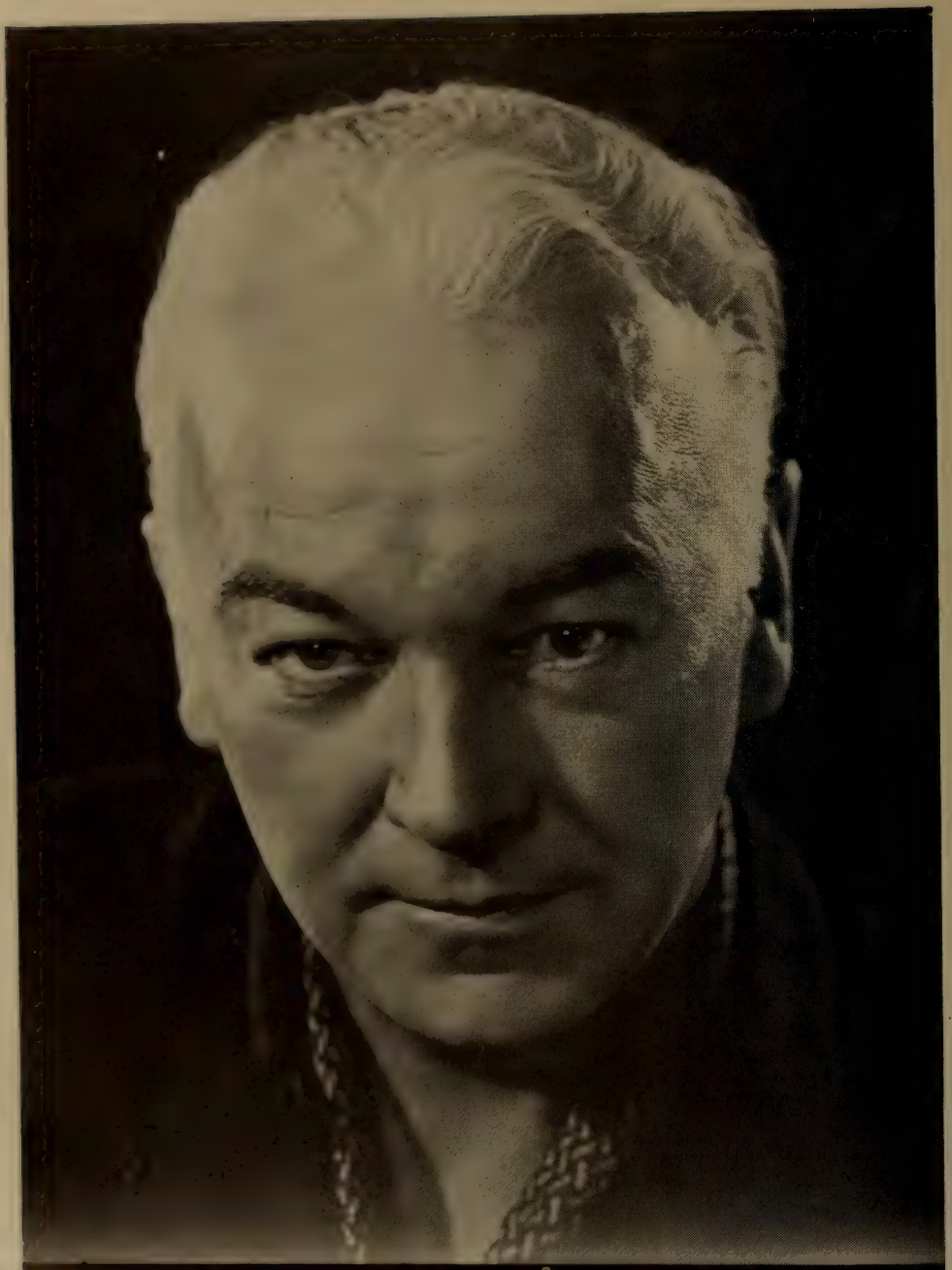
Gardner Advertising Co.	404,906
Batten, Barton, Durstine & Osborn, Inc.	389,576
Walter F. Bennett	353,196
Moselle & Eisen	349,561
Henri, Hurst & McDonald	339,789
Ted Bates & Co.	335,491
J. M. Mathes, Inc.	335,388
Anderson & Cairns, Inc.	266,606
Laughlin Wilson, Baxter & Parsons	245,587
Hirshon Garfield, Inc.	244,860
Politicals	207,588
McCann, Erickson, Inc.	185,269
TV Advertisers Association	172,505
Russel M. Seeds	162,591
J. M. Camp Co.	159,771
Raymond Spector Co., Inc.	152,050
MacManus, John & Adams, Inc.	131,426
William H. Weintraub Co., Inc.	123,976
Bosell & Jacobs	122,987
Weiss & Geller, Inc.	122,289
J. Walter Thompson	118,139
Maxon, Inc.	117,795
Needham Louis, Brorby, Inc.	108,408
J. D. Tarcher Co.	106,101
Lambert & Feasley	101,640
Ruthrauff & Ryan	93,037
N. W. Ayer	90,011
Meldrum & Fewsmith, Inc.	89,231
Kastor, Farrell, Chesley & Clifford, Inc.	75,450
Lewis & Gilman, Inc.	74,830
Tucker Wayne & Co.	42,217
William Esty Co., Inc.	36,047
Turner Advertising	31,500
Lamb & Keen, Inc.	27,371
O'Neil, Larson, McMahon	15,690
Honig & Cooper	14,543
Benton & Bowles, Inc.	14,518
Kudner Agency	9,204
Mathison & Associates	8,750
Hutchins Advertising Co., Inc.	3,085
	$17,697,140

American Broadcasting Co. TV Industrial Classifications

Food	$5,633,877
Radio, Ref., Electrical Appliances	2,283,756
Drugs and Toilet Goods	2,060,573
Cigars, Cigarettes & Tobacco	1,701,171
Confections	1,679,285
Clothing and Dry Goods	764,154
Religion	758,556
Laundry Soap and Cleaners	611,209
Automobiles, Trucks & Accessories	468,032
Beverages	466,082
Household Furnishings & Acc.	421,094
Jewelry and Accessories	371,654
Politicals	207,589
Lubricants, Petroleum Prod. & Fuel	173,689
Miscellaneous	96,419
	$17,697,140

Mutual Broadcasting System 1952 Gross Network Sales Advertisers

S. C. Johnson & Son, Inc.	$2,050,194
Sterling Drug, Inc.	1,828,720
P. Lorillard Co.	1,379,535
Miles Laboratories, Inc.	1,252,606
American Federation of Labor	1,204,352
Quaker Oats Co.	1,040,047
Johns-Manville Corp.	818,418
Kellogg Co.	768,387
Wildroot Co., Inc.	702,085
Falstaff Brewing Corp.	633,348
Kraft Foods Co.	605,933
Credit Union National Ass'n	582,618
Derby Foods, Inc.	556,105
Amana Refrigeration, Inc.	456,979
VCA Laboratories	454,127
Lutheran Laymen's League	366,854
Charles Antell & Nat'l Health Aids, Inc.	364,607
Radio Bible Class	361,483
State Farm Mutual Auto Ins. Co.	335,444
R. J. Reynolds Tobacco Co.	322,128
Motor Products Corp.-Deepfreeze Appliance Division	301,688
Voice of Prophecy, Inc.	298,797
Christian Reformed Church	293,866
The Murine Co., Inc.	283,976
Gillette Safety Razor Co.	272,275
Orange-Crush Co.	262,139
Naumkeag Steam Cotton Co.	241,373
Williamson Candy Co.	238,272
Dawn Bible Students Ass'n	232,874
Noxzema Chemical Co.	209,196
Beltone Hearing Aid Co.	192,493
Miller Brewing Co.	165,285
American Protam Corp.	159,277
The C. F. Sauer Co.	120,600
Pal Blade Co.	115,873
Motorola, Inc.	110,562
General Mills, Inc.	105,500
Walking Doll Co.	83,427
White House Co.	83,124
Admiral Corp.	74,493
American Chicle Co.	72,761
Seabrook Farms Co.	70,317
Benjamin Moore & Co.	68,198
Chevrolet Motor Div.-General Motors Corp.	63,602
Toni Co.	62,500
American School	54,566
Lettuce, Inc.	52,808
National Republican Senatorial Committee	51,351
Stevenson-Sparkman Forum Committee	45,566
General Tire & Rubber Co.	42,000
Vick Chemical Co.	39,343
Plymouth Motor Corp.-Div.-Chrysler Corp.	36,756
Republican National Committee	35,387
Gillette Safety Rabor Co. of Canada	33,288
Libby, McNeill & Libby	31,698
Olson Rug Co.	23,668
Citizens Committee for Eisenhower-Nixon	23,355
B. T. Babbitt, Inc.	23,018
Democratic National Committee	19,572
National Volunteers for Stevenson	19,299
The Barbasol Co.	17,810
Committee for Young Men in Government	17,301
McCarthy Broadcast Dinner Committee	16,872
Senator Joseph R. McCarthy Broadcast Committee	16,602
Farm Journal, Inc.	15,000
Mutual Benefit Health & Accident Ass'n	14,393
Michigan for Eisenhower Committee	14,071
Russell for President Headquarters	10,182
Grass Roots Boy Radio Committee	9,033



WILLIAM BOYD

"Hoppy"

Art Instruction, Inc.	8,830
Labor National Committee for Stevenson and Sparkman	8,712
Buick Motor Div.-General Motors Corp.	8,180
Book Associates	7,808
Fred Fear & Co.	7,262
American Medical Ass'n	5,852
Woman Power for Eisenhower	5,778
N. Y. State Volunteers for Stevenson	5,400
Swedish Americans for Eisenhower	3,854
Save-By-Mail, Inc.	3,312
Jackson & Perkins	3,228
Marie Kruse Nurseries	3,002
N. Y. State Republican Committee	1,308
Sterling Products International, Inc.	1,050
Amalgamated Clothing Workers Political Action Committee	816
Eisenhower-Nixon Campaign For Texas	635
Volunteers for Stevenson-Democratic Headquarters	572

* December Billings Estimated.

Mutual Broadcasting System 1952 Agency Gross Billings

Needham, Louis & Brorby, Inc.	$2,941,743
J. Walter Thompson Co.	2,038,667
Dancer-Fitzgerald-Sample, Inc.	2,034,865
Lennen & Newell, Inc.	1,379,535
Geoffrey Wade Advertising	1,252,606
Furman, Feiner Co., Inc.	1,227,052
Sherman & Marquette, Inc.	1,040,047
Batten, Barton, Durstine & Osborn, Inc.	987,369
Leo Burnett Co.	768,387
Maury, Lee & Marshall	456,979
Thompson-Koch Co., Inc.	427,203
Gotham Advertising Co.	366,854
Television Advertising Associates, Inc.	364,607
Stanley G. Boynton Co.	361,483
Aubrey, Finlay, Marley & Hodgson	348,834
William Esty Co.	322,128
Roche, Williams & Cleary, Inc.	301,688
Western Advertising, Inc.	298,797
Glenn-Jordan-Stoetzel, Inc.	293,866
Sullivan, Stauffer, Colwell & Bayles, Inc.	281,957
Maxon, Inc.	272,275
Dowd, Redfield & Johnstone, Inc.	246,016
Kastor, Farrell, Chesley & Clifford, Inc.	245,654
Jackson & Co.	241,373
Olian & Bronner, Inc.	217,059
Wm. Gleeson & Co.	232,874
Direct	208,810
Duane Jones, Inc.	208,473
Fitzmorris & Miller Advertising	202,881
Mathisson & Associates, Inc.	165,285
Al Paul Lefton Co.	115,873
Kudner Agency	114,035
Tatham-Laird, Inc.	91,000
National Mail Order Network	83,124
Hilton & Riggio, Inc.	77,579
Joseph Katz Co.	75,849
Russel M. Seeds Co.	74,493
St. Georges & Keyes, Inc.	68,198
Campbell-Ewald Co.	63,602
H. W. Kastor & Sons	59,258
John Cohan Adv., Inc.	52,808
Foote, Cone & Belding	48,097
Morse International, Inc.	39,343
N. W. Ayer & Son, Inc.	36,756
Spitzer & Mil's, Ltd.	33,288
Presba, Fellers & Presba, Inc.	23,668
Knox-Reeves Adv., Inc.	23,330
Wm. Weintraub & Co., Inc.	23,018
Erwin, Wasey & Co., Inc.	17,810
Kal, Erlich & Merrick Adv., Inc.	17,301
C. Franklin Brown	16,872
Weiss & Geller	14,403
Bozell & Jacobs	14,393
Young & Rubicam	14,071
Huber Hoge & Sons	11,036
French & Preston	10,016
Gregory & House	9,033
Campaigns, Inc.	5,852
Arthur Meyerhoff & Co.	3,002
International Adv. Svce.	1,050
Elliott Nonas Advertising	816
Rogers & Smith	635

* December Billings Estimated.

Mutual Broadcasting System 1952 Industrial Classifications

Drugs and Toilet Goods	$5,796,733
Food and Food Products	3,012,572
Soaps, Cleansers and Polishes	2,073,212
Cigars, Cigarettes and Tobacco	1,701,663
Religious	1,553,874
Labor and Politics	1,510,018
Building Materials, Equipment and Fixtures	886,616
Beer	798,633
Major Appliances	758,667
Confectionery and Soft Drinks	675,955
Institutional	630,470
Insurance	349,837
Household Fabrics and Finishes	241,373
Dairy, Poultry and Livestock Feed	236,040
Medical Appliances and Equipment	192,493
Radios, TV Sets and Phonographs	185,055
Miscellaneous	177,125
Automotive	108,538
Schools	63,396
Household Furnishings	23,668
Publishing and Media	22,808
Seeds, Bulbs and Nursery Stock	6,230
	$21,001,976

* December Billings Estimated.

Mutual Broadcasting System Gross Network Time Sales—1952 By Months

	Monthly	Cumulative
January	$1,699,282	$1,699,282
February	1,600,399	3,299,681
March	1,826,527	5,126,208
April	1,681,924	6,808,132
May	1,821,571	8,629,703
June	1,632,977	10,262,680
July	1,339,276	11,601,956
August	1,325,059	12,927,015
September	1,607,485	14,534,500
October	2,304,804	16,839,304
November	2,172,485	19,011,789
December	1,993,187	21,004,976

* December Billings Estimated.

Thanks to the folks* who deliver our goods

*To the announcers and performers who help us sell our clients' goods on radio, BBDO sends its appreciative greetings.

BBDO

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BECAUSE they have given us, and our clients, two of the most useful of all media for selling people by *telling* people.

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ABP—Associated Business Papers
AFA—Advertising Federation of America
ANPA—American Newspaper Publishers' Association
APA—Agricultural Publishers Association
NOAB—National Outdoor Advertising Bureau
PPA—Periodical Publishers' Association
SNPA—Southern Newspaper Publishers' Association

A. D. ADAMS ADVERTISING

277 Broadway, New York 7, N. Y.
Phone: REctor 2-6980
ABP

Owner.....A. D. Adams

Radio Accounts: Spirling Products Co. (indoor TV antenna), New York; Dynavox Corp. (phonographs), Long Island City, N. Y.

TV Accounts: Dynavox Corp. (phonographs), Long Island City, N. Y.; Spirling Products (indoor TV antenna), New York.

A. W. ADV., INC.

6 E. 39 St., New York 16, N. Y.
Phone: MU 4-3320
ANPA—APA

President .....Bliss Woodward

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318 15th St., Oakland 12, Calif.
Phone: HIgate 4-6580

Owner, Radio & TV Director.....Ad Fried
Radio, TV Time Buyer.....May Constance
Music Director, Librarian.....Elaine Fried
Program Director.....Mark Mallen
TV Art, Production Dir....Gerhard Jacobi

Radio Accounts: American Upholstering Co. (Furniture Mfr.), Oakland; Bower-Smith Co. (Marine Switches), Oakland; Bigelow Films (Motion Picture & TV Films), Berkeley; California Metal Crafts (Garden Items), Oakland; Cochran & Celli Chevrolet Dealers (Chevrolet), Oakland; Commercial Sales Co. (Trucks), San Leandro; Davi Miracle Foam (Rug Cleaners), Oakland; Betty Elizabeth Shampoo (Shampoos), Oakland; Duplex Dean Plans (Real Estate), Danville; Elemin Supreme Formula (Vitamins), Berkeley; Fidelity Roof Co. (Siding, Roofing, etc.), Berkeley; Rhodes & Jamieson, Ltd. (Ready-Mix-Concrete), Oakland; Buy Rite Truck & Equipment Co. (Surplus Equipment), Port of Oakland; Dick's Home Furnishers (Home Furnishings), Oakland; Smith Bros. (MAC Compounds), Walnut Creek; Oakland Police & Firemen (Campaigns), Oakland; Oakland Light Opera Assn. (Musicals), Oakland; Lo Fare Cab Co. (Taxi Service), Oakland; Martin Construction Co. (Paints), Los Angeles; Fox West Coast Theaters (Motion Pictures), Oakland; Grimshaw Nurseries (Plants, etc.), Hayward; Gardiner Mfg. Co. (Garden Tools, etc.), Oakland.

TV Accounts: American Upholstering Co. (Furniture Mfg.), Oakland; Bell Smoked Fish Co. (Tarabell Brands), San Francisco); Betty Elizabeth Shampoo (Shampoos), Oakland; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond; Martin Construction Co. (High Pressure Paints), Los Angeles; The Quiet Hour (Religious), Oakland; Lo Fare Cab (Taxi Service), Oakland; G & W Refrigeration Co. (Ice Machines), Oakland; Grimshaw Nurseries (Plants, etc.), Hayward; Elemin Supreme Formula (Vitamins), Berkeley; Dick's Home Furnishers (Furniture), Oakland; Lake Merritt Hotel (Night Club), Oakland; San Francisco Police & Firemen (Campaign), San Francisco; Woodminster Amphitheater (Civic Stage Productions), Joaquin Miller Park; Quality Laundries (Service for Cleaning Firms), Oakland.

WILLIAM HART ADLER, INC.

720 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5210

Pres.-Treas.....William Hart Adler
Exec. Vice-President.....Kenneth C. King
Secretary .....Bettilou Sickinger
Prod. Manager.....John Petrie
Art Director.....Leslie Meyers
Acct. Executives.....W. H. Adler, K. C. Ring, A. B. Stone, Thorpe Wright

NETWORK TELEVISION

California Packing Corp.
Columbia Records, Inc.
Cowles Magazines, Inc.
The Gruen Watch Company
"Junket" Brand Foods
Lehn & Fink Products Corp.
Lever Brothers Co.—Pepsodent Div.
National Biscuit Company
The S. O. S. Co.
Standard Oil Co. (Indiana)
Standard Oil Co. (Ohio)
Westinghouse Electric Corp.

NETWORK RADIO

American Safety Razor Corp.
California Packing Corp.
California Spray-Chemical Corp.
Chesebrough Manufacturing Co.
Cowles Magazines, Inc.
The Gruen Watch Company
Lever Brothers Co.—Pepsodent Div.
National Biscuit Company
The Ohio Bell Telephone Co.
The Standard Oil Co. (Indiana)
The Standard Oil Co. (Ohio)
The S. O. S. Co.
Swift & Co.

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It takes a lot of time and talent to keep selling the products and services of these McCann-Erickson clients! Thanks to all of you who have contributed to the successful 1952 Radio and TV advertising of these great companies.

SPOT TELEVISION

American Trust Co.
Bell Brand Foods, Ltd.
Broadway Dept. Store, Inc.
California Packing Corp.
California Wine Association
Chrysler Sales Division
Cinerama Productions
Clark Bros. Chewing Gum Co.
Columbia Records, Inc.
Cowles Magazines, Inc.
The Crowell-Collier Publishing Co.
Esso Standard Oil Co.
Frank Fehr Brewing Co.
Gray Drug Stores
The Gruen Watch Company
Hood Rubber Co.
"Junket" Brand Foods
Lehn & Fink Products Corp.
Leisy Brewing Co.
Lever Brothers Co.—Pepsodent Div.
Lucky Lager Brewing Co.
Milk Foundation, Inc.
National Biscuit Co.
National City Bank of Cleveland
Norwegian Canning Industry
The Ohio Bell Telephone Co.
Pacific Coast Borax Co.
Richman Brothers Co.
Soil-Off Co.
The S. O. S. Co.
Southern California & Southern Counties Gas Co.
Standard Oil Co. (Indiana)
Swift & Co.
Westinghouse Electric Supply Co. of St. Louis

SPOT RADIO

American Safety Razor Corp.
American Trust Co.
Broadway Department Store, Inc.
California Packing Corp.
California Spray-Chemical Corp.
California Wine Association
Central Vermont Railway, Inc.
Chesebrough Manufacturing Co.
Chrysler Sales Division
Cinerama Productions
Columbia Records, Inc.
Cowles Magazines, Inc.
The Crowell-Collier Publishing Co.
Frank Fehr Brewing Co.
W. P. Fuller & Co.
The Gruen Watch Company
Hood Rubber Co.
"Junket" Brand Foods
Leisy Brewing Co.
Lever Brothers Co.—Pepsodent Div.
Lucky Lager Brewing Co.
Manufacturers Trust Co.
Milk Foundation, Inc.
National Biscuit Co.
National City Bank of Cleveland
Norwegian Canning Industry
The Ohio Bell Telephone Co.
Pacific Power & Light Co.
Portland Gas & Coke Co.
Richman Brothers Co.
Safeway Stores
The S. O. S. Co.
Southern California & Southern Counties Gas Co.
Standard Oil Co. (Indiana)
The Standard Oil Co. (Ohio)
Swift & Co.
Westinghouse Electric Supply Co. of St. Louis

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MARTIN KANE, PRIVATE EYE *(United States Tobacco Co.)*

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ADMASTERS ADVERTISING, INC.

514 Tenth St., N.W., Washington 4, D. C.
Phone: District 0551
PPA

President.....John E. Waterfield
Secretary.....E. H. Bell
Copy Chief .....J. DuVall

ADVERTISERS' B'CASTING CO.

117 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3650

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer .....Bernard Rubinstein
Program Planning.....David M. Hausdorff

Radio Accounts: Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Diamond Crystal Salt, Jell-O Puddings); R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Colgate Cchlorophyll Toothpaste, Halo, Ajax, Vel, Fab); B. T. Babbitt, Inc. (Bob-O, Glim); Whitehall Pharmacal Co. (Anacin); Kraft Foods, Inc. (Philadelphia Brand Cream Cheese, Kraft Oil, Parkay Margarine); The Best Foods, Inc. (H-O Cream Farina, H-O Oats, Hellman's Real Mayonnaise, Nucoa Margarine); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts); The Borden Company (Borden's Cream Cheese); Dugan Bros. (Dugan's Breads and Cakes); Florida Citrus Exchange (Florigold Orange & Grapefruit); The Birkett Mills (Wolff's Buckwheat Products); Cream of Wheat Co. (Cream of Wheat); The Nestle Co. (Nescafe, Nestea); Francis H. Leggett & Co. (Premier Foods); Seeck & Kade, Inc. (Pertussin); International Salt Co. (Red Cross Salt); Lever Bros. Co. (Spry); The Procter & Gamble Co. (Crisco, Tide, Joy); Department of State.

TV Accounts: Republican State Committee, Republican National Committee.

ADVERTISING, INC.

1523-31 Central National Bank Bldg.
Richmond 19, Va.
Phones: 3-2809
ABP—ANPA

President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary, Radio Dir.....A. G. Timewell
Production Manager.....F. T. Cook

Radio-TV Dept.

TV Director.....Aubrey F. Watson
Production Manager.....F. T. Cooke

Branch Office

416 E. Main St., Richmond 19, Va.
Phone: 3-5667

Manager.....A. F. Watson

Radio Accounts: Virginia Electric & Power Co. (Public Utility), Richmond; Fredericksburg & Potomac RR; Virginia Hospital Service, Assn.; Ajax Tidewater Co. (Air Conditioning Units), Norfolk, Va.; Commonwealth Sales Co. (Philco Distributors); Virginia Hospital Service Assn. (Blue Cross); Lawyers Title Inc. Corp.

TV Accounts: Commonwealth Sales Corp. (Philco Electrical Appliances).

AGENCY SERVICE CORP.

66 E. S. Water, Chicago 1, Ill.
Phone: CEntral 6-5255
ABP—ANPA—APA—NOAB

President, Treasurer.....James Langer
Vice-Pres., Time-Talent Buyer..G. P. Hixon
Secretary .....M. Cech

Radio Accounts: North American Acceptance Corp. (Finance); Chicago Motor Club Travel Bureau (Travel information & reservations); Inter-Insurance Exchange of Chicago Motor Club (Auto Insurance).

TV Accounts: Chicago Motor Club (Club Memberships), Chicago 1, Ill.

THE AITKIN-KYNETT CO.

1400 South Penn Square,
Philadelphia 2, Pa.
Phone: RIttenhouse 6-7810
AAAA—APA—NOAB—ABP—ANPA
PPA—ABC—BMB

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Partners.....M. E. Goldman,
H. A. Medholdt, George B. Bernard
Art Director.....F. Wade Lane
Production Manager.....W. B. Turner
Media Analysis.....B. Hallowell
Media Rate Dept.....E. M. Gretz
Acct. Executives.....Harold B. Montgomery,
Allen C. Smith, C. W. Eigenbrot, W. J. Culbertson, Bernard Toll

Radio Accounts: Bachman Bakeries, Inc. (Pretzels), Reading; Wm. Montgomery Co. (Coffee), Philadelphia; Mrs. Paul's Kitchens (Frozen Seafood), Philadelphia; Pennsylvania Refining Co. (Carburetor Cleaner), Cleveland; Van Wagenen & Schickhause Co. (Div. of Swift & Co.) (Meats), Newark and Jersey City; Family Products, Inc. (Coffee Bags), Philadelphia; Lummis & Company (Peanut Products), Philadelphia; Stephano Brothers (Tobacco Products), Philadelphia.

TV Accounts: Bachman Bakeries, Inc. (Pretzels), Reading; Wm. Montgomery Co. (Coffee), Philadelphia; Mrs. Paul's Kitchens (Frozen Seafood), Philadelphia; Corkran, Hill & Co., Inc. (Div. of Swift & Co.) (Meats), Baltimore; Girard Trust Corn Exchange Bank (Banking), Philadelphia; Lummis & Company (Peanut Products), Philadelphia; Stephano Brothers (Tobacco Products), Philadelphia.

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Director Radio, TV.....Pauline Hagen
Secretary.....Evelyn R. Jones
Dir. of Radio & TV.....Pauline Hagen

Radio Accounts: Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Kansas City, Mo.

TV Account: Gospel Broadcasting Assn.

DON ALLEN & ASSOCIATES, ADVERTISING

409 S.W. 13th, Portland 5, Oregon
Phone: CApitol 9445
ABP—ANPA—AFA

President .....Don Allen
Vice President.....Irvin H. Walsh
Treasurer.....Everett A. Mitchell
Secretary.....H. Richard Seller
Radio-TV Director.....Everett A. Mitchell

Radio Accounts: Benj. Franklin Fed'l Savings & Loan Assn., Savings & Loan Assn., Portland, Oregon; G-E Supply Corporation, G-E distributor, Portland, Ore. & regional; Ed Hamilton Furs, Furrier, Portland, Oregon; Logan Oldsmobile Co., Oldsmobile dealer, Portland, Oregon; Arthur Murray's, Dancing Studios, Portland, Oregon; Windolph Pontiac Co., Pontiac dealer, Portland, Oregon; Zell Bros. Jewelers, Portland, Oregon.

ALLEN & REYNOLDS

1300 Woodmen of the World Bldg.,
Omaha 2, Neb.
Phone: Atlantic 4445
AAAA—ABP—ANPA—APA
ABC—NOAB—PPA

Partners.....Milton H. Reynolds, R. H. Reynolds, Q. H. Moore, Helen C. Moeller, Milton J. Stephan

Radio Accounts: Omaha Public Power District (Public Utility), General Electric Supply Corp. (Electrical Appliances), P. F. Petersen Baking Co. (Bakery Products), Byron Reed Company (Real Estate, Farm Management), George H. Lee Company (Biologics and Pharmaceuticals), Merchants Biscuit Company (Bakery Products), Paramount Radio Shop (Appliances), T. H. Maenner Company (Real Estate), Webber Motors (Automobiles, Trucks and Equipment), United States National Bank, Ted's Pen Shop (Pens, Cards, Stationery, etc.), Fairmont Foods Co. (Poultry and Livestock Feed), Tekseed Hybrid Co. (Hybrid Corn), Graybar Electric Co. (Appliances), Hill Hotel; Carpenter Oil Co. (Gas, Oil and other Automotive Products), Northrup-Jones (Cafeteria, Bakery), Uncle Sam Breakfast Food Co., Walnut Grove Products, Inc. (Livestock Feeds).

TV Accounts: T. H. Maenner Co. (Real Estate), Paramount Radio Shop (Appliances), Omaha Public Power District (Public Utility), Webber Motors (Automobiles, Trucks and Equipment), Merchants Biscuit Co. (Bakery Products), Teds' Pen Shop (Pens, Cards, Stationery), P. F. Petersen Baking Co. (Bakery Products), General Electric Supply Corp. (Electrical Appliances), Hill Hotel (Hotel and Restaurant), Omaha, Neb., Uncle Sam Breakfast Food Co. (Darbs), Holsum Bread Co., C. J. Patterson Co. (Bread).

ALLIED ADVERTISING AGENCIES

167 So. Vermont Ave., Los Angeles 4, Calif.
Phone: DUnkirk 7-7331

President.....W. Fehr Gardner
General Manager.....Stuart Heinemann
Space Buyer.....Maxine Blankenship
Art Director.....Jack Robbins
Production Manager.....Stuart Heinemann
Account Execs .....Dick Bartlett, Milton Hoffman, Bart Ross

Radio Accounts: Arden Farms (Dairy Products); Gold Furniture Co. (Furniture & Appliances); Pavode Grande (Turkeys); Pridom Davis (Optometrist); Stylart Card Co. (Greeting Cards); Fisher's Compression Seal (Automatic Compression Seal); Dr. F. E. Campbell (Dental Services); United Radio & Appliance (Sporting Goods & Appliances).

TV Accounts: Gold Furniture Co. (Furn. & Appliances); Dr. Pridham Davis (Optometrist); United Sporting Goods (Sporting Goods); Arden Farms (Dairy Products); Auction Park Auction); Pavo de Grande (Turkeys).

ANDERSON & CAIRNS, INC.

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Phone: MU 8-5800
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Radio Accounts: Rootes Motors, Inc. (Hillman Minx Automobiles); Alderney Dairy

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Co. (Dairy Products), Newark, N. J.; National Homefurnishings Show (Exposition), New York, N. Y.; C. H. Masland and Sons (Rugs and Carpets), Carlisle, Pa.

TV Accounts: C. H. Masland and Sons (Rugs and Carpets), Carlisle, Pa.; Rootes Motors, Inc. (Hillman Minx Automobiles), New York, N. Y.; General Shoe Corp. (Edgewood Shoe Co.) (Friendly Shoes), Nashville, Tenn.; National Homefurnishings Show (Exposition), New York, N. Y.

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Phone: Fannin 9148
SNPA—PPA
President.....Claude B. Aniol

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262 Washington St., Boston 8, Mass.
Phone: RIchmond 2-1220
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Secretary.....Evelyn F. Korbly
Vice-Pres. .....Harold Glickman

Radio Accounts: Home Owners Federal Savings Bank (Bank), Boston; Old Monastery Wine Co. (Wines), New Haven; International Harvester (Refrigeration), New England; Mass. Motors (Autos), Boston.

TV Accounts: Old Monastery Wine Co. (Wines), New Haven, Conn.; Jenny Mfg. Co. (Gasoline), Chestnut Hill, Mass.

ASSOCIATED ADVERTISING AGENCY, INC.

First National Bank Bldg., Cincinnati 2, Ohio
Phone: Main 2811
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President.....Sam Malcolm Levy
Exec. V.-P.....Templeton Briggs
Director Radio-TV.....W. Wilson Lang

ATHERTON ADVERTISING AGENCY

8455 Melrose Pl., Los Angeles 46, Calif.
Phone: WEbster 3-8488
AAAA—ABP—ANPA
Owner & Acct. Exec.....Alfred A. Atherton

Radio Accounts: Pacific Citrus Products Co. (Hawaiian Punch), Fullerton, Calif.

TV Accounts: Pacific Citrus Products Co. (Hawaiian Punch), Fullerton, Calif.

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Phone: LExington 2-8795
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Exec. Vice-President.....Lester Stone
Vice-Pres., Secretary.....W. T. Tieman
Treasurer.....Z. A. Torok
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Vice-Pres., Radio Dir. & Talent Buyer .....J. P. A. Atherton

Branch Office
Concourse Bldg., Toronto, Ont., Canada
Vice-President .....William McDonald

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Phone: FInancial 6-1600
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President.....John J. Finlay
Space & Radio Time Buyer & TV Director.....Gene Fromherz

Radio Accounts: International Harvester Co., Williamson Candy Co. (Oh Henry), McKenzie Pancake Flour, Dubuque Packing Co., Double-Cola.

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Phone: LOmbard 3-0100
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Branch Offices
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Phone: HUbbard 2-4970
Vice-President.....E. Craig Greiner
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Phone: RAndolph 6-3456
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Phone: WOodward 5-3322
Vice-President.....T. J. Henry
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Phone: Hemstead 4871
Manager .....Glenhall Taylor
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Phone: SUtter 1-2434
Vice-President .....Carl Zachrisson
231 Dillingham Bldg., Honolulu 16, Hawaii
Phone: Honolulu 6193
Manager .....James Smith

Radio Accounts: The Atlantic Refining

Company, B. C. Remedy Company, Bell Telephone System, Chesapeake & Potomac Telephone Company, Chrysler Corporation —Plymouth Division, Reuben H. Donnelley Corporation, Electric Companies Advertising Program, Gordon Baking Company, Hawaiian Pineapple Company, Hills Bros. Coffee, Inc., Charles E. Hires Company, Howard D. Johnson & Company, Illinois Bell Telephone Company, Lever Brothers—Surf, Michigan Bell Telephone Company, John Morrell & Co., National Dairy Products Company, Sheffield Farms Milk Company, Jones Milk Co., United Air Lines .

TV Accounts: The Atlantic Refining Company, B. C. Remedy Company, Brooklyn Union Gas Company, Cannon Mills, Inc., Chesapeake & Potomac Telephone Company, Chrysler Corporation—Plymouth Division, Reuben H. Donnelley Corporation, Gordon Baking Company, Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Lever Brothers—Surf, Michigan Bell Telephone Company, John Morrell & Co., National Dairy Products Company, The Pennsylvania Company, Sheffield Farms Milk Company, United Air Lines.

AYLIN ADVERTISING AGENCY

522 Waugh Drive, Houston 19, Texas
Phone: Lynchburg 3766
AAAA—ABP—APA—SNPA

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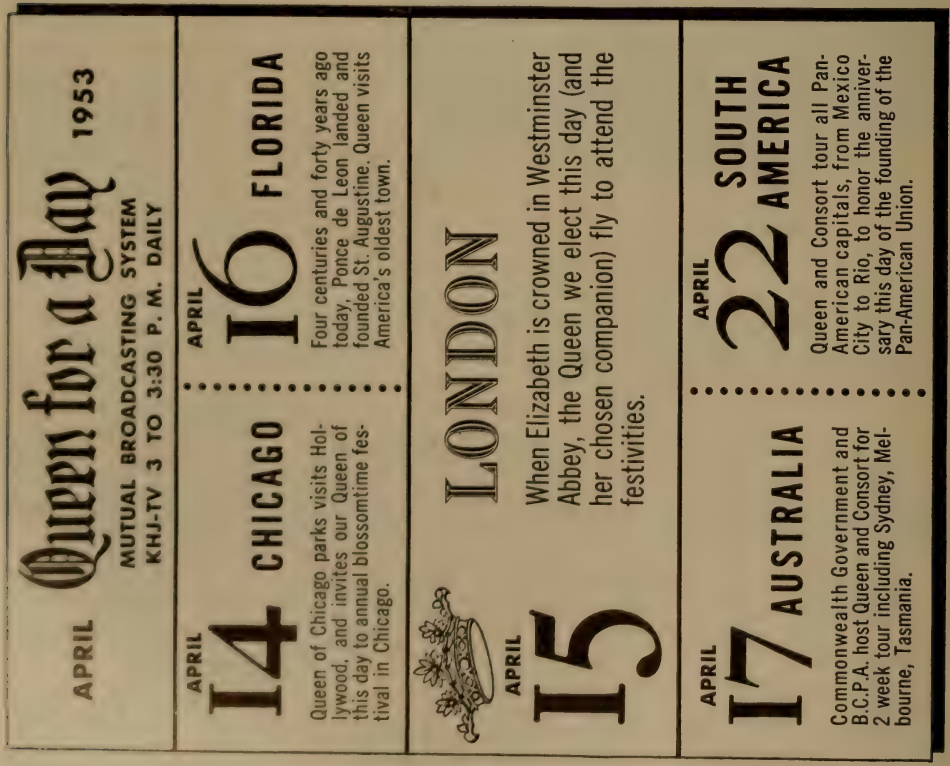
Vice-President.....Mrs. Betty W. Aylin
Secretary.....Mrs. Helen Host
Account Executive.....Robert N. Aylin
Account Executive.....Alston P. Cameron
Account Executive.....Charles H. Lewis
Radio & TV Dir.....Miss Luana K. Lewis
Research Director...Mrs. Jo Moore Snoddy
Art Director.....Roger I. Helm
Account Executive.....Jerrold E. Pierce

Radio Accounts: Arrow Mills, Inc. (Flour and Feeds), Houston, Texas; Black-Brollier, Inc. (Concrete Building Materials), Houston Texas; Foxworth-Galbraith Lbr. Co. (Retail Lumber & Building materials—chain yards), Dallas, Texas; Henke & Pillot, Inc. (Chain Supermarkets), Houston, Texas; Jackson Motors, Ltd. (New & Used Cars), Houston, Texas; Johnston Motor Company (New & Used Cars), Houston, Texas; Taylor Lumber Company (Retail Lumber & Building Materials), Houston, Texas; Weldon Cafeteria (Cafeteria), Houston, Texas; William Came-



ron & Co. (Millwork), Waco; Rheem Mfg. Co. (Heaters), Houston; Armstrong Lumber Co., San Angelo; Galf Salt Co., Houston.

TV Accounts: Arrow Mills, Inc. (Flour and Feeds), Houston, Texas; James Bute Company (Paint and Wallpaper), Houston, Texas; Henke & Pillot, Inc. (Chain Supermarkets), Houston, Texas; Hodell and Company (Realtors), Houston, Texas; Johnston Motor Company (New & Used Cars), Houston, Texas; Weldon Cafeteria (Cafeteria), Houston, Texas; Moncrief-Lenoir Mfg. Co. (Steel Products), Houston.

BACHRODT, NEWELL, O'KANE & GANO

75 E. Wacker Dr., Chicago 1, Ill.
Phone: FRanklin 2-4883
APA—NOAB—ABP—PPA—ANPA

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Vice-President.....R. C. Gano
Secretary .....Katherine Jansen
Treasurer..... ...R. B. Newell
Account Executives.....J. C. Bachrodt, R. B. Newell, Ashley Kennedy

Radio Accounts: Wm. Frank Co.; Globe Oil & Refining Co., Chicago; Kano Laboratories, Chicago; Lumenite Electronic Co., Chicago; Marks Shoe Co., Chicago.

BADGER & BROWNING & HERSEY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-3720
ABP—ANPA—PPA

Chairman of Board.....J. L. Badger
President.....R. W. Hersey
Treasurer.....F. S. Browning
Radio-TV Director.....Jack Wilcher

Branch Office
Badger & Browning & Parcher, Inc.
75 Federal St., Boston 10, Mass.
Phone: LIberty 2-3364

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1315 Yonge St., Toronto, Ont., Canada
Phone: Princess 2101
ABC—ANPA—CAB

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Vice-President.....H. F. Baker
Personnel.....R. C. Baker
Copy Chief.....W. E. Trimble
Secretary-Treasurer.....A. N. Nisbet

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Phone: HEmpstead 2377
Executive .....Jack Runyon

Accounts: American Home Products, Whitehall Diviison (Kolynos, Kolynos with Chlorophyll, Freezone, Melcalose, Anacin, Heet); Bond Clothes; American President Lines; Bulova Watch Co.; Eversharp, Inc. (Pens, Pencils, Razors); General Aniline (Ansco, Ozalid); Hills Bros.; Langendorf United Bakeries; Philip Morris & Co. (Philip Morris Cigarettes, Spud and Dunhill, Bond Street Tobacco); National Distillers Products Corp. (PM); National Shawmut Bank; Pepsi Cola Co.; Procter & Gamble (Spic & Span, Lava, Joy, Lilt, Teel, Pert, Shasta, Fluffo); Jacob Ruppert Brewing Co. (Beer); Lady Esther; Hudson Pulp & Paper Co.; Dennison Food Products; Gunther Brewing Co.

THE BLAINE THOMPSON CO., INC.

234 West 44th St., New York 36, N. Y.
Phone: LO 4-0800
ANPA—PPA—APA—ABC—NOAB
President .....Myer Lesser
Vice-Presidents .....Fred Golden, Phillip Solomon
Exec. Vice-Pres. & Radio Time Buyer.....Albert Lee Lesser
Radio, TV Director.....Franklin Hobbs
Research Dir., Time Buyer.....Ingram Ash
Production Manager.....Paul Kutner

BOTSFORD, CONSTANTINE & GARDNER

115 S.W., 4th Ave., Portland 4, Ore.
Phone: ATwater 9541
AAAA—ABC—ABP—ANPA—APA—NOAB
PPA
Exec. Vice-Pres.....Ray Andrews
V.P. & Space Buyer.....Frankie Coykendall
Vice-Pres. .....Stanley Parshall
Sec.-Treas.....Merl W. Manly
Central Bldg., Seattle 4, Wash.
Phone: ELiot 3523
Exec. Vice-President.....C. P. Constantine
Vice-President.....W. W. Woodridge, Jr.
Vice-Pres. .....Reinhart Knudsen
265 Market St., San Francisco 5, Calif.
Phone: EXbrook 2-7565
Pres. & Gen. Mgr.....David M. Botsford
Exec. Vice-Pres.....S. G. Swanberg
Vice-Pres. .....David H. Botsford, Jr.
Vice-Pres. .....William Pearce
Empire State Bldg., New York 1, N. Y.
Phone: BRyant 9-4845
Vice-President .....Elizabeth Eyerly

Radio Accounts: Columbia River Packers Assn. (Tuna—Bumble Bee Brand), Astoria, Ore.; Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Western Hotels, Inc. (Hoteletype), Seattle, Wash.; New Washington Hotel (Hotel), Seattle, Wash.; Lucky Stores, Inc. (Super Markets), San Leandro, Calif.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif. (Eggs—Nulaid), San Francisco, Calif.; Mayfair Hotel (Hotel), Los Angeles, Calif.; Crispie Potato Chip Co. (Potato Chips & French Fries), Stockton, Calif.; Western Peat Co., Ltd., New Westminster, Canada; Wiggins Co., Inc. (Motor Oil), Portland, Ore.

TV Accounts: Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Robt. S. Atkins Co. (Retail Clothiers), San Francisco, Calif.; Foster Lunch Systems (Moar's Cafeterias), San Francisco, Calif.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif. (Nulaid Eggs), San Francisco, Calif.; Jantzen Knitting Mills (Jantzen Swim Suits & Sun Clothes), Portland, Ore.; Idaho Advertising Comission (Idaho Potatoes & Onions), Boise, Idaho; Crispie Potato Chip Co. (Crispie Potato Chips & "Small Fry" French Fries), Stockton, Calif.

BOWMAN & BLOCK, INC.

Rand Building, Buffalo 3, N. Y.
Phone: WA 0137
President .....Albert A. Bowman
Treasurer .....Nathaniel J. Block
Copy Chief.....Gertrude M. Rogers
Production Manager.....William Cook

Radio Accounts: General Electric Supply Corp. (GE Major Appliances & TV); The

Kleinhans Company (Men's & Boys' Clothing); Blue Dew Corporation (Washing Crystals); J. N. Adam & Company (Department Store); Kobacker's (Department Stores); Hens & Kelly, Inc. (Department Stores); North Park Furniture (Furniture Store); Weed & Company (Hardware & Appliances).

TV Accounts: General Electric Supply Corp. (Radios, TV, & Major Appliances); J. N. Adam & Company (Department Store); Buffalo Electric Co. (Westinghouse Appliances); The Kleinhans Co. (Men's & Boys' Clothing); Weed & Company (Hardware & Appliances); North Park Furniture (Furniture & Appliances); Kobacker's (Department Store); Iroquois Gas Corp. (Gas Appliances); Fantashere, Inc. (Nylon Hosiery).

STANLEY G. BOYNTON & SON

159 Pierce St., Birmingham, Mich.
Phone: Jordan 4-5888

President.....Stanley G. Boynton
Secretary.....Amelia E. Silvestri
Treasurer.....Ruth A. Speelman

Branch Office
17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0086

Radio Accounts: Radio Bible Class, Wesley Radio League, Calvary Hour, National Tennis Matches, Davis Cup Series.

BOZELL & JACOBS, INC.

510 Electric Bldg., Omaha 2, Nebraska
Phone: Jackson 8030

President.....Morris E. Jacobs
Exec. V.-P.....F. C. Miller
Copy Chief.....Henrietta Kieser

Branch Offices
1010 Hearst Square, Chicago 6, Illinois
Phone: Central 6-6505

President.....Nathan E. Jacobs
V.-P., Dir. Radio-TV.....Philip Rouda

411 Terminal Bldg., Indianapolis 4, Ind.
Phone: Lincoln 6326

V.-P. & Manager.....Chas. A. Gallup

2123 Smith Tower, Seattle 4, Wash.
Phone: Main 0145

V.-P. & Manager.....R. H. Wensberg

2 W. 45th St., New York 36, N. Y.
Phone: MUrray Hill 7-6210

Chairman of Bd.....Morris E. Jacobs
President.....Donald D. Hoover

625 Second Ave., Minneapolis 2, Minn.
Phone: Main 4527

V.-P. & Manager.....Sam Kaufman
Vice-President.....Lloyd Borg

Fairfield Bldg., Shreveport, La.
Phone: 3-6124

V.P., Manager.....Walter T. Pfeiffer

703 United Gas Bldg., Houston 2, Texas
Phone: Fairfax 4106

V.-P. & Manager.....Walter T. Pfeiffer

813 Thomas Bldg., Dallas 1, Texas
Phone: Randolph 5428

V.-P. & Manager.....M. O. Rike, Jr.

702 Kass Bldg., 711 14th St., N.W.,
Washington, D. C.
Phone: Sterling 2406

Manager.....Don Underwood

Radio Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co. (Animal & Poultry Feeds), Kansas City, Mo.; Storz Brewing Co. (Beer), Omaha; Nebraska Clothing Co., Omaha; Metropolitan Utilities District, Omaha; Gland-O-Lac (Poultry Medicine), Omaha; Skinner Mfg. Co. (Macaroni Prods., Cereals), Omaha; J. L. Brandeis & Sons (Dept. Store), Omaha; Iowa Master Breeders, Inc. (Hatchery), Onawa, Ia.; Ak-Sar-Ben (Horse-, Livestock Shows, Rodeos, etc.), Omaha; Stock Yards Natl. Bank, Omaha; Higgins Cleaners, Omaha; Eaton Metal Prods. Co. (Storage Tanks, etc.), Omaha; Yager Seed & Nursery Co. (Hybrid Seed, Corn, etc.), Fremont, Nebr.; Andrew Murphy & Son (Chrysler, Plymouth Dealer), Omaha; General Appliance Co., Omaha; Livestock Nat'l. Bank, Omaha; Bi-States Distributing Corp. (Appliances), Omaha; Major Appliance, Omaha; Sample-Hart Motor Co. (Ford Dealer), Omaha; Omaha & Co. Bluffs Street Railway, Omaha; Douglas County Bank, Omaha; Occidental Bldg. & Loan Co., Omaha; Milder Oil Co., Omaha; Easy Parking Co. (Parking Lots), Omaha; Chicago Herald-American, Chicago, Ill.; Phoenix Table Mat Co. (Stove Mats), Chicago, Ill.; Leaf Brands (Gum, Candy), Chicago; Central Illinois Elec. & Gas Co., Rockford; Northwestern Tel. Co., Freeport, Ill.; Pollyanna Shop (Ladies Wear), Chicago; Intra State Telephone Co., Galesburg, Ill.; Pfaff Sewing Machine Corp., Chicago, Ill.; Central Natl. Bank, Chicago; Master Yogurt, New York; Julian Freirich, Inc. (Smoked Meats), New York; Hickory Valley Farm (Epicurean Foods by Mail), Stroudsburg, Pa.; Earl Hayes Chevrolet Co., Dallas; Finney Bakery, McKinney, Tex.; Lyon-Gray Lumber Co., Dallas; Radio City Distributing Co. (Appliances), Dallas; Dallas Zone Chevrolet Dealers, Dallas.

TV Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co., K. C., Mo.; Storz Brewing Co., Omaha; Nebraska Clothing Co., Omaha; Metro. Util. Dist., Omaha; Skinner Mfg. Co., Omaha; J. L. Brandeis & Sons, Omaha; Andrew Murphy & Sons, Omaha; Milder Oil Co., Omaha; Stock Yards Nat'l. Bank, Omaha; General Appliance Co., Omaha; Livestock Nat'l. Bank, Omaha; Northern Natural Gas Co., Omaha; Omaha & Council Bluffs Street Railway Phoenix Table Mat Co., Chicago, Ill.; Wholesale Plant Growers Assn., Chicago; Security Savings & Loan Assn., Cleveland, O., Chicago; Pfaff Sewing Machine Co., Chicago; Chicago Herald-American;

Master Yogurt, N. Y.; Julian Freirich, Inc., Stroudsburg, Pa.; Earl Hayes Chevrolet Co., Dallas, Tex.; W. A. Green Co. (Dept. Store), Dallas; Dallas Zone Chevrolet Dealers, Dallas; Radio City Dist. Co., Dallas; A. B. Cass, Jr. (Real Estate), Dallas.

ARTHUR BRAITSCH ADV.

528 Hospital Trust Bldg., Providence 3, R. I.
Phone: DExter 1-5313, 1-4115
ABP—APA—ANPA

Radio Director.....Arthur Braitsch
Secretary.....Frances N. Goodwin
Time Buyer.....John A. Lorimer

Radio Accounts: Hillside Dairy Farms (Dairy), Oaklawn, R. I.; Palladium Ballroom (Dancing), Warwick, R. I.; Republican State Central Committee, Providence, R. I.

TV Accounts: Hillside Dairy Farms (Dairy), Oaklawn, R. I.; Republican State Central Comm, Providence, R. I.; Rhode Island Hospital Trust Co. (Banking), Providence, R. I.; Strand Theater (Movies), Providence, R. I.; Weybosset Markets (Food Stores), Providence, R. I.; Roger Williams Savings Fund & Loan Assn., Providence, R. I.

THE J. CARSON BRANTLEY ADV. AGENCY

Owen Bldg., Salisbury, N. C.
Phone: 900

Pres.-Radio Dir.....J. Carson Brantley
Sec.-Treas.....A. R. Monroe
Production .....June Brantley
Art Director.....Gladys Dudley

Radio Accounts: Carolina Beverage Corp. (Cheerwine, Caravan), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C., L. B. Coulter Co. Cosmetics), Free Enterprise Train.

TV Accounts: Caroline Beverage Corp. (Wine).

R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wisc.
Phone: HOward 134
ABP—ANPA—APA

President.....R. C. Breth
Vice-President .....Victor G. Geisel

Radio Accounts: Woodlot Seed Co., Norway, Mich; Tulip Tissues (Lipstick Tissues), Green Bay, Wis.; Pro-Camera, St. Paul, Minn.

J. F. BRINLEY ADVERTISING AGENCY SERVICE

4602 Cedar Street, Bellaire 1, Texas
Phones: MAdison 8686 & MOhawk 4400
ABP—SNPA—APA

Gen. Mgr., Dir. of Copy, Sales Prom., & Mkt. Rsch.....J. F. Brinley
Sec., Treas.....V. H. Brinley
Assoc. Radio Dir.....R. G. Dunn
Associate TV Dir.....M. Getz
Assoc. Art Dir.....D. Ackley

BRISACHER, WHEELER & STAFF

1660 Bush Street, San Francisco 9, Calif.
Phone: PRospect 6-2600
AAAA—ABC—ABP—ANPA

President.....Franklin C. Wheeler
Exec. Vice-President.....Walter Purdon
Vice-President .....Robert Brisacher
Vice-Pres. & Art Dir.....Ettore Firenze
Secy.-Treasurer.....Mrs. Emil Brisacher
Copy Chief.....Lester Friedman
Space Buyer.....Eva Ross
Raido & TV Time Buyer .....Richard Clark
Prod.-Traffic Mgr.....Jules P. Daniel
Radio & TV Producer.....John H. Butler
Dir. Research.....Charles Roach
Public Relations Dir.....Robert Hoffman
Controller .....Bryant Miley

Branch Offices
350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-5600

V.P. & Mgr.....Richard Ide

Radio Accounts: Van Camp Sea Food Co. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Hershel California Fruit Products (Contadina Tomato Paste), San Jose, Calif.; Richmond Chase Co. (Hearts Delight Nectars), San Jose, Calif.; Pictsweet Foods, Inc. (Frozen Foods & Juices, Canned Corn, Peas and Beans), Mt. Vernon, Wash.; Rainier Brewing Co. (Beer & Ale), San Francisco; Old Homestead Bakery (Butter Nut Bread), San Francisco; Wheatena Corp. (Wheatena Cereal), Rahway, N. J.; Kaiser-Frazer Dealer Assn. of N. Calif., Emeryville, Calif.; Parsons Ammonia, New York; San Francisco Milk Industry; California Dairy Industry Advisory Board, Sacramento; East Bay Producers Council (Milk), Oakland, Calif.

BROADCAST ADVERTISING

170 S. Beverly Dr., Beverly Hills, Calif.
Phone: Bradshaw 2-4840

President.....Van C. Newkirk
Production Manager.....John G. Fryer
Office Manager.....Alva Eduardo

Radio Accounts: Bible Institute of Los Angeles, Los Angeles; Church of the Open Door, Los Angeles; Morning Chapel Hour, Los Angeles, Calif.; Haven of Rest.

TV Accounts: California Institute of Social Welfare, Bible Institute.

BROOKE, SMITH, FRENCH & DORRANCE, INC.

8469 E. Jefferson Ave., Detroit 14, Mich.
Phone: VAlley 2-9700
AAAA—ABP—NOAB—ANPA—APA—PPA

Chairman of Board.....Sturges Dorrance
President.....Willard S. French
Secretary-Treasurer.....Guy C. Smith
Exec. Vice-President.....Walter C. Ayers
Vice-Presidents.....Wm. F. Austin, Jr., L. C. Barlow, H. R. Bayle, L. Grant Hamilton, George Johnston, H. Kenneth Jones, C. Allison Monroe, Richard Reins, Blount Slade, J. G. Williams, Clarke C. Wilmot
Director of Radio—TV.....Hugh Hole

New York Division
52 Vanderbilt Ave., New York 17, N. Y.
Phone: MUrray Hill 6-1800

Chairman of Board.....Sturges Dorrance
Exec. Vice-President.....Thayer Ridgway
Vice-President.....H. E. Pengel

Radio Accounts: Goebel Brewing Co., Hudson Motor Car Co., Mullins Mfg. Corp. (Youngstown Kitchens), Chamberlain Corp. of America (Rock Wool Insulation), Detroit, Mich.

TV Accounts: Mullins Mfg. Corp., The Ironite Ironer Co., Hudson Motor Car Co., Goebel Brewing Co., Sparks Withington (Sparton Radio-TV Div.), Jackson, Mich.

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.
Phone: TRinity 0558
ANPA—ABB—APA

Radio.....Mary McCauley
Time Buyer.....A. R. Brooks
Secretary.....Barbara Vosburgh

Radio-TV Accounts: Bekins Van and Storage Company, Western Stove Company.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-8250
APA—AAAA—ANPA—ABP
NOAB—PPA—ABC—AFA

President.....D. P. Brother
Executive Vice President.Clarance Hatch, Jr.
Vice Presidents.....Joseph S. Howell, Carl Georgi, Jr., Guy S. Warren, Jr.
Media Director.....Carl Georgi, Jr.
Dir. of Marketing....Vincent H. Bergmann
Research Director.....Reginald L. Dellow
Art Directors.....L. R. Mange, E. J. Bowens
Publicity Director.....T. H. Moriarty
Radio & TV Director...Kenneth G. Manuel
Asst. Radio, TV Dir.....M. G. Furney

Radio-TV Accounts: Old-mobile Division, General Motors Corporation (Automobiles); AC Spark Plug Division, General Motors Corporation (Accessories).

FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York 20, N. Y.
Phone: CIrcle 7-7660

President.....Franklin Bruck
Secretary.....M. J. Kleinfeld
Vice-President.....Mort Heineman
Radio Time Buyer.....Joseph Gavin
Radio Traffic.....Milton Jurin
TV Production.....David Davidow
Mdse. Director.....Herbert Gold

Branch Office
445 N. Rossmore Ave., Hollywood, Calif.
Phone: HIllside 7237

Manager.....Howard Blake

Radio Accounts: North American Accident Insurance Co., Fashion Frocks, SitRoux Tissues, Serutan Co.

TV Accounts: Bowman Gum, Inc., Phila., Pa.; Walter H. Johnson Candy Co., Chicago; Fashion Frocks, Inc., Cincinnati; Bishop & Co., Los Angeles; Rexor Corp., New York; Hi-V Corp., Newark; Sitroux, Inc., New York, Serutan Co., Russeks.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.
Phone: 7-0726
ABP—PPA—APA

President & Treasurer....Charles Brunelle
Vice-President.....Robinson Smith

BUCHANAN & CO.

1501 Broadway, New York, N. Y.
Phone: BRyant 9-7900
APB—ANPA—APA—PPA—AAAA
ABC—NOAB

Chairman.....John Hertz, Jr.
Exec. Vice President.....William Dasheff
Vice President.....Joseph D. Dunn
Vice President.....Paul Gaynor
Radio-TV Dir.....Nat Strom

Branch Offices
333 N. Michigan Ave., Chicago, Ill.
Phone: ANdover 3-1611
451 N. La Cienega Blvd., Hollywood, Cal.
Phone: CRestview 5-5231
155 Montgomery Street, San Francisco

BUCHANAN-THOMAS ADV. CO.

410-412 S. 19th St., Omaha 4, Nebr.
Phone: ATlantic 2125
ABP—ANPA—APA—NOAB—PPA

Partners.....R. Savage, R. Foster, C. Harding, R. Dundis
Ptnr., Dir. Radio-TV.....Adam Reinemund

BURLINGAME-GROSSMAN ADV.

201 N. Wells St., Chicago 6, Ill.
Phone: FInancial 6-4616
AAA—ABC—ABP—ANPA

Owner.....S. W. Grossman
General Manager.....S. S. Kain
Art Director.....Al Jacobs
Production Manager.....S. E. Miller
Media Manager.....Fred Walder

Radio Accounts: Arvey Corp. (R. V.Lite Window Material), Blue Crown Spark Plug Co. (Spark Plugs), Chicago, Ill.

TV Account: Blue Crown Spark Plug Co., Chicago, Ill.

BURNET-KUHN ADV. CO.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-3800
ANPA—APA—PPA

President.....Francis J. Woods
Vice-Presidents.....Phillip D. Simons, Ellis T. Gash
Secy.,Treas-.....James H. Kristof
Radio Director.....William Coop

LEO BURNETT COMPANY, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-5959
AAAA

President .....Leo Burnett
Exec. Vice-Pres.....Richard N. Heath
Treas.-Media Dir.....E. Ross Gamble
Vice-Pres. in chg. Radio.....W. L. Weddell

Branch Offices

677 Fifth Ave., New York 22, N. Y.
Phone: MUrray Hill 8-9480

Manager .....Donough Prince

1680 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 7374

Manager .....William Coons

Radio Accounts: Bauer & Black (Curity Products), Chicago, Ill.; Brown Shoe Company (Buster Brown Shoes), St. Louis, Mo.; Kellogg Company (Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Milky Way, Three Musketeers, Cocoanut Bar, Snickers), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products, Bedtime Horlicks), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas.

TV Accounts: Brown Shoe Company (Buster Brown, Roblee, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Dean Milk Company (Dairy Produtcs), Chicago, Ill.; Globe Mills (Globe A-1 Flour, Globe Biscuit Mix), Los Angeles, Calif.; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexicorn, Niblets), LeSueur, Minn.; Kellogg Company (Brand Cream Style Corn, Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Forever Yours, Snickers, Three Musketeers, Mars Bar), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products), Chicago, Ill.

WALTON BUTTERFIELD ADV.

33 West 42nd St., New York 36, N. Y.
Phone: WIsconsin 7-7341

Owner, Manager.....Walter Butterfield

Radio Accounts: The Christian Science Monitor (Newspaper), Boston, Mass.; Maggyanne, Inc. (Wearing Apparel), Los Angeles, Calif.; Pulaski Monuments Co. (Monuments), New York, N. Y.

BYER & BOWMAN ADVERTISING AGENCY

66 So. 6th St., Columbus 15, O.
Phone: MAin 3276
ABC—ABP—ANPA—AFA

Partners .....Herbert Byer, Gus K. Bowman, Joel Burghalter
Radio-TV Directors.....Martha Sullivan, John D. Metzger
Account Executives.....Sandy Hallock, Reg Testement, Herbert Wise, W. P. Brown, F. W. Munro, Pr., Nicholas Popa, Gene Hameroff

Radio Accounts: Ashland Oil & Refining Co. (oil & gasoline), Ashland, Ky.; August Wagner Breweries (Gambrinus beer and Augustiner beer), Columbus, O.; Neon Products, Inc. (signs), Lima; Dollar Federal Savings & Loan (bank), Columbus; City National Bank (bank), Columbus; Farm Bureau (petroleum div.), Columbus; Columbus Academy of Medicine (public service), Columbus; Buckeye Foods (potato chips), Columbus; State of Ohio (annual fair), Columbus; Universal Concrete Pipe Co. (concrete products), Columbus; Wood-Nesbitt, Inc. (automotive dealer), Columbus; The Styron-Beggs Co. (food products), Newark.

TV Accounts: The Ohio Fuel Gas Co. (public utility), Columbus; Ashland Oil & Refining Co. (oil & gasoline), Ashland, Ky.; Dollar Federal Savings & Loan (bank), Columbus; August Wagner Breweries (Gambrinus beer), Columbus; State of Ohio (annual fair), Columbus; T. Marzetti Co. (salad dressings), Columbus; Buckeye Foods, Inc. (potato chips), Columbus; Clean Products (wallpaper cleaner), Columbus; Kahn's Jewelers, (jewelry), Columbus.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
Phone: HAncock 6-7600
AAAA—ABP—ANPA—ABC—AFA

President .....Harold Cabot
Vice-Presidents.....Edward F. Chase, Russell Hunt, James I. Summers, John M. Lord, William H. Ganick, John Spellman, George R. Griffin, Joseph Wallace
Exec. V.P. & Treasurer..Richard P. Holland
Secretary .....Edward Glacy
Production Manager..Phyllis L. Burlingame
Editorial Chief.....H. W. Patterson
Copy Chief.....Courtney Crandall
Art Director.....William H. Ganick
Director of Radio.....Kay Chille

Radio Accounts: Boston Consolidated Gas Co. (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; Boston and Maine Transportation Co. (Public Utility), Boston; H. P. Hood & Sons (Dairy Products), Charlestown; New England Electric System (Public Utility), Bos-

ton; New England Electric System (Gas Div.) (Public Utility), Boston; New England Telephone & Telegraph Co. (Public Utility), Boston; S. S. Pierce Company (Importers and Grocers), Boston; Red Coach Grills (Restaurant Chain), Boston; Rock of Ages Corporation (Monuments), Barre, Vt.

TV Accounts: Boston Consolidated Gas Company (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; H. P. Hood and Sons (Dairy Products), Charlestown; New England Electric System (Gas Division (Public Utility), Boston; New England Telephone and Telegraph Company (Public Utility), Boston.

CAHN-MILLER, INC.

510 St. Paul Place, Baltimore 2, Md.
Phone: SAratoga 4466
PPA

President.....Louis F. Cahn
Vice-Pres. & Treas.....C. LeRoy Miller
Radio & TV Dir.....Louis C. Pedlar, Jr.

Radio Accounts: Eutaw Savings Bank, Baltimore; Fidelity Trust Company, Baltimore; Fraternity Federal Savings & Loan Assn., Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore; Stag Paints (Paint), Baltimore.

TV Accounts: Eutaw Savings Bank, Baltimore; Fraternity Federal Savings & Loan Assn., Baltimore; Hanline Bros. (paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore.

CALKINS & HOLDEN, CARLOCK, McCLINTON & SMITH, INC.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-6900
AAAA—ABP—ANPA

Chairman of Board.....J. Sherwood Smith
Vice-Chairman of Bd.....Rene Clark
President.....Harold L. McClinton
Secy.-Treas. .....James Jeffrey
Chairman of Exec. Comm.....Z. C. Barnes
Vice-Presidents.....M. E. Carlock, Paul Smith
Art Director.....Wilfred L. Chausse
Copy Director.....George S. Thomson
Production Manager.....Fred Oughton
Manager Outdoor Dept ... F. J. Fitzgerald
Media Director.....Thomas H. Young
Dir. Pub. Relns. & Pub.....Robert W. Robb
Research Director.....Thomas P. Crolius
Merchandising Dir.....D. C. Shea
Director of Radio-TV.....Henry F. Hull

Branch Offices

333 No. Michigan Ave., Chicago, Ill.
Phone: Randolph 6-3831
Manager .....Philip M. White

Citizens National Bank,
Los Angeles, Calif.
Phone: York 5145
Manager.....Harry W. Witt

Radio Accounts: Crane & Company (stationery), Dalton, Mass.; A. S. Harrison Company (floor waxes), South Norwalk, Conn.; Marcalus Mfg. Co., Inc. (household papers), East Paterson, N. J.; Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Pacific Wines, Los Angeles, Calif.; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.

TV Accounts: A. S. Harrison Company (floor waxes), South Norwalk, Conn.; Marcalus Mfg. Co., Inc. (household papers), East Paterson, N. J.; Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Pacific Wines, Los Angeles, Calif.; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-6200
AAAA—ANPA—NOAB—PPA
ABC—ABP

President.....Henry G. Little
Sr. V.-P., Gen. Mgr.....E. E. Rothman
Sr. V.-P., Secy.-Treas.....L R Nelson
Sr V.-P., Media Dir.....J. J. Hartigan
Comptroller.....H. P. Cook
V.-P., Copy Chief.....L. T. Robinson
Vice Presidents.....Colin Campbell, Halsey Davidson, W. P. Stewart, G. B. Lous, Jr., John Terns, W. A. Moffett, W. H. Gage, Jr., W. E. White, M. P. Coyle.
Sr. V.P. Radio & TV.....Winslow H. Case

Branch Offices

1 E. 57th St., New York 22, N. Y.
Phone: MUrray Hill 8-3190
Vice-Pres. & Mgr.....Frank W. Townsend
Vice-President.....J. H. Neebe

230 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-1946
V.P. & Manager.....Earll W. Clements

714 W. Olympic Blvd., Los Angeles 15, Calif.
Phone: Richmond 6204
Vice-Pres. & Manager.....R. C. Francis

235 Montgomery St., San Francisco 4, Calif.
SUtter 1-8736
Vice-Pres. & Manager...T. Milburn Johnston

45 Edgewood Ave., Atlanta 3, Ga.
Phone: Lamar 3858
Manager.....G. G. Thom

Radio Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Metropolitan Chevrolet Dealer Groups.

TV Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Chevrolet Dealers

Association, Inc. (New York), Allen B. Du Mont Laboratories, Inc., Grocery Store Prod. Co. (Foulds Div.).

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone: LIncoln 8824

ABC—ABP—ANPA—APA—NOAB—PPA

President.....Ray O. Mithun
Exec. Vice-Pres.....Albert R. Whitman
Vice-Presidents.....John W. Forney, Lester J. Will, Arthur H. Lund
Treasurer.....Beatrice N. Sandquist
Secretary .....Evelyn Brugette
V.P., Radio-TV Dir.....Arthur H. Lund
V.P., Art Dir.....E. W. Turner
V.P., Copy Dir.....Phelps Johnston
Copy Chiefs.....Mort Henderson, Arnold Aslakson, Leon Kennedy
Acct. Execs.: Blake Cox, Lawrence Dunham, R. L. Forrest, Walter Geckler, E. C. Herbert, Charles Mittelstadt, B. E. Howard

Branch Office
1024 Palmolive Bldg., Chicago 11, Ill.
Phone: DElaware 7-7553
Vice-President.....Lester J. Will

Radio Accounts: Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Minneapolis, Minn.; Gold Seal Company (Wax Products & "Snowy"), Bismarck, N. D.; Great Northern Railway Co. (Railroad), Griggs, Cooper & Co. (Food Manufacturers), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), HI-LEX Company (HI-LEX Bleach & Disinfectant), St. Paul, Minn.; Land O'Lakes Creameries, Inc. (Dairy Products), Minnesota Consolidated Canneries, Inc. (Butter Kernel Products), Northern States Power Co. (Electric Power), Our Own Hardware Co. (Wholesale Hdwe. & Paint), F. H. Peavey & Co. (Feeds), Minneapolis, Minn.; Quality Chekd Ice Cream Asso. (Industry Advertising & Merchandising), Chicago, Ill.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.

TV Accounts: American Dairy Assoc. (Product Advertising & Merchandising), Chicago, Ill.; Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Minneapolis, Minn.; Gold Seal Company (Wax Prod. & "Snowy"), Bismarck, N. D.; Griggs, Cooper & Co. (Food Manufacturers), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beefs), St. Paul, Minn.; Larsen Co. (Canned Foods), Green Bay, Wis.; Minnesota Consolidated Canneries, Inc. (Butter Kernel Prod.), Minneapolis, Minn.; Munsingwear, Inc. (Underwear, Sleepingwear, Foundation Garments, Hosiery), Northern States Power Co. (Electric Power), Minneapolis, Minn.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.; Northwestern Nat'l. Bank, Minneapolis, Minn.

SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.
Phone: LO 7-8141
PPA—ABC—ABP—ANPA

Pres. & Acct. Exec.....Solis S. Cantor
Vice-President .....Kathryn Cantor
Secretary .....Corrine Kolb
Art Director.....Robert Hersch
Acct. Execs.....Robert Weiner, Bernard Binnick

CARTER ADV. AGENCY

912 Baltimore, Kansas City 5, Mo.
Phone: HA 1356
ABP—ANPA—APA—NAAN—NOAB
PPA

President.....Charles W. Carter
Exec. Vice-President.....William G. Rowe
Vice-President.....Fred Klemp, Jr.
Sec't., Treas.....Josephine Dahlin

Radio-TV Accounts: Edward A. Aron Corp. (Poultry), K. C.; May Potato Chip Co., K. C.; Seid Litz Paint & Varnish Co., K. C.

CASMIR ADVERTISING CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2014

Pres. & Treas.....David C. Casmir
Vice-Pres.....Marvin Casmir
Copy Chief.....Elizabeth Park
Art Director.....William E. Burgess

Radio Accounts: Haynes-Griffin (Radio-TV Records).

CAYTON, INC.

9 East 40th St., New York 16, N. Y.
Phone: LExington 2-1711
ABP—AFA—ANPA—ABC

President.....William D'Arcy Cayton
Secretary.....D. R. Roberts
Art Director.....Bob Lee
Production Manager.....C. F. Lucchese
Radio-TV Director.....Allen Black
Asst. Radio-TV Dir.....Lenora Thuna, Donna Quigley
Copy Chief.....Fred Laderman

Radio Accounts: Delicia Chocolate & Candy Mfg. Co., Wearbest Rugs (Broadloom, carpeting), The Wall-Tex Co. (wall covering), N. Y. C.

TV Accounts: Chesebrough Mfg. Co., The Wall-Tex Co., Miracle Adhesive Corp., Virginia Metal Products Co.

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-1234

AAAA—ANPA—APA—NOAB—PPA—ABC

President.....James M. Cecil
V.P., Treas.....David C. Thomas

Vice-Presidents.....Edward B. Noakes, Guild Copeland, David Thomas, Samuel Dalsimer, Harvey L. Kneeland, David G. Lyon, T. F. MacGrath, Thomas J. Maloney, Kenneth Twyman, John Legler, Archibald M. Foster, J. Frank Gilday

Media Director.....Harry Parnas
Radio-TV Dir.....J. Frank Gilday
Radio-TV Prod. Dir.....E. B. Simmons
Exec. Prod. TV.....W. C. Patterson
Time Buyer.....Herbert Gruber

Branch Office
Union Central Bldg., Cincinnati, O.
Manager.....R. L. Lowander

Radio Accounts: The Block Drug Co., Inc. (Am-i-dent, Polident, Poligrip, Py-Co-Pay, Green Mint Mouth Wash), Jersey City, N. J.; The Electric Auto-Lite Co. (Spark Plugs, Batteries and parts), Toledo, Ohio; McCormick & Co. (Tea, Spices, Extracts, Hy-Gro, B-Brand Insecticide), Baltimore, Md.; The Nestle Company, Inc. (Cookie-Mix, Ever-Ready Cocoa, Bars, Quick, Semi-Sweet), White Plains, N. Y.; Redtop Brewing Company (Redtop Beer & Ale, 20 Grand Ale), Cincinnati, Ohio; Topps Chewing Gum (Chewing Gum and Candy), Brooklyn, N. Y.; Union Dime Savings Bank, N. Y. C.; Whitehall Pharmacal Co. (Neet, Chlora-Stick, Petrosyllium, Kriptin), N. Y. C.

TV Accounts: Block Drug Company, Inc. (Amm-i-dent, Polident, Poligrip, Py-Co-Pay, Green Mint Mouth Wash), Jersey City, N. J.; The Electric Auto-Lite Co. (Spark Plugs, Batteries and parts), Toledo, Ohio; McCormick & Co. (Tea, Spices, Extracts), Baltimore, Md.; The Nestle Company, Inc. (Cookie-Mix, EverReady Cocoa, Bars, Quick, Semi-Sweet), White Plains, N. Y.; Philip Morris & Co., Ltd. (Marlboro, Philip Morris), N. Y. C.; Redtop Brewing Company (Redtop Beer & Ale, 20 Grand Ale), Cincinnati, Ohio; Sylvania Electric Prod., Inc. (TV Sets, Fluorescent Lighting Fixtures, Photo Lamps, parts), N. Y. C.; Whitehall Pharmacal Co. (Neet, Chlora-Stick, Petrosyllium, Kriptin), N. Y. C.

NELSON CHESMAN COMPANY

240 East 11th Street, Chattanooga 1, Tenn.
Phone: 6-4942
ABP—APA—SNPA

President.....Harry A. Lundborg
Secy.-Treas.....Richard H. Leiper
Vice-Pres., Gen. Mgr.....Sara Kelly
Art., Prod. Mgr., Copy Chief, Radio-TV Talent Buyer.....Richard H. Leiper
Media, Radio Time Buyer.....Sara Kelly, R. H. Leiper

Radio Accounts: Fleetwood Coffee Co., Chattanooga, Tenn.

TV Accounts: Fleetwood Coffee Co., Chattanooga, Tenn.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.
Phone: WEbster 9-4240
ANPA—PPA—ABP

Pres. & Space Buyer.....J. L. Wade
Account Exec.....Roland Berns
Account Exec.....M. E. Snow
Radio Director.....Simon Levin

Radio Accounts: Junex Products (reducing plan), Chicago, Ill.; Elip Corporation (medicinal), N. Y. C.; Murray-Foster Co., Inc. (mattresses), Chicago, Ill.; Romart (mail order mdse.), Chicago, Ill.

JAMES THOMAS CHIRURG CO.

414 Park Square Bldg., Boston 16, Mass.
Phone: HAncock 6-7310
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—SNPA

President.....James Thomas Chirurg
Treasurer.....Leo J. Hardiman
V.P. in Chg. of Mdsg.....Benjamin Shattuck
Media Director.....Edward B. Pope
Film Director.....J. Nelson Clifford

Branch Office
122 E. 42nd St., New York, N. Y.
Phone: MUrray Hill 7-5040
Vice-President.....George A. Frye

Radio-TV Accounts: Ace Art Co. (NuAce Mounting Corners), Reading, Mass.; W. L. M. Bensdorp Co. (Cocoa), Boston; H. C. Baxter & Bro. (Canned White Potatoes), Brunswick, Maine; Garcelon Stamp Co. (Stamps), Calais, Maine; New England Coke Company (Fuel), Boston.

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.
Phone: 6-4179

Pres. & Treas.....D. G. Goodwin
V.P. & Secretary.....Sara Nolan

Radio-TV Accounts: First American National Bank (Institutional), Nashville Coal.

ROBT. E. CLARKE & ASSOC., INC.

Ingraham Bldg., Miami 32, Fla.
Phone: 3-5486
ANPA—PPA—SNPA—NOAB

Pres. & Space Buyer.....Robt. E. Clarke
V.P., Secry. & Treas.....C. B. Clark
Art Dir. & Prod. Mgr.....J. H. Freeman
Radio & Pub. Dir.....E. S. Hamburger
Media Dir. & Radio Time Buyer..C. Bonnell

Radio Accounts: WIOD, WSPA.

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.
Phone: RIttenhouse 6-0236
ANPA

President.....Alice V. Clements
V.P. & Copy Chief.....Elizabeth M. Zindel
V.P. & Direc. of Radio TV..Robert H. Smith

Radio Accounts: Network: Hudson Coal Co., Horn & Hardart.

HARRY B. COHEN ADV. CO., INC.

1 E. 57th St., New York 22, N. Y.
Phone: MUrray Hill 8-3030

President.....Harry B. Cohen
Vice-Pres.-Treas.....Edith S. Cohen
Exec. Vice-Pres.....Edward Aleshire
Vice-President.....Edward Rosenwald
Vice-Pres. & Copy Chief.....Thomas Greer
Radio-TV Director.....Jose di Donato

Radio Accounts: The Grove Laboratories (Grove's Chill Tonic, Pfunder's Tablets, Dr. Porter's Antiseptic Oil) St. Louis, Mo.; Pearson Pharmacal Co. (Dew Deodorant, "Ennds" Chlorophyll Deodorant Tablets), New York, N. Y.; The Chattanooga Medicine Co. (Syrup of Block Draught), Chattanooga, Tenn.; The Beaumont Co. (4-Way Cold Tablets), St. Louis, Mo.; Lydia E. Pinkham Medicine Co., Lynn, Mass.; West End Brewing Co. (Utica Club Beer & Ale), Utica, N. Y.

TV Accounts: The Grove Laboratories, Inc., The Beaumont Co., New York, N. Y.; Pearson Pharmacal Co.

THE ARNOLD COHAN CORP.

460 W. 34th St., New York, N. Y.
Phone: PLaza 7-7730

Pres., Treas.....Arnold Cohan
Secretary .....Edna Fleischman

Radio & TV Accounts: Bruno-New York, Inc. (TV-radio appliances); The New York Times.

RUSSELL C. COMER CO.

Land Bank Bldg., Kansas City 6, Mo.
Phone: HArrison 3964
APA—ANPA—PPA—ABP

Partners...Russell C. Comer, Ruth E. Comer
Acct. Executives.....Gardner Reams, Bart Nelson
Radio-TV Director.....Jon Yost
Media Dir.....Mrs. E. W. Golliher

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone: CIrcle 6-2800
ANPA—PPA—NOAB—ABC—APA
ABP—AAAA

President.....Robert D. Holbrook
Vice-Pres. & Secy.....Leonard T. Bush
Vice-Presidents.....Frank Griffin, Barton Cummings, Allen Flouton, Willard J. Heggen, Alfred J. Seaman, Jr., Loren B. Stone, Seaward M. Woodward, Edward Battey, Merrell E. Boyce, George Chatfield, Chester Dudley, C. James Fleming, Jr., Wm. O. Geoghegan, John A. Hise, Jr., L. O. Holmberg, Jack Rees
V.P. & Dir. of Radio & TV Prod. .....L. H. Titterton
V.P. & Dir. of Radio & TV Copy.....Muriel Haynes
Dir. of Publicity.....Joseph Field
V.P. & Dir. of Media.....Guy Richards
Asst. Media Dir.....Frank B. Kemp
Head Time Buyer.....Henry Clochessy
Time Buyers.....Francis Velthuys, Martin Hansen, Richard Hurley, Alfred Ritter, Genevieve Schubert, Donald Carret, Jeanne Bahr, John Neale

Branch Offices

Bd. of Trd. Bldg., 141 W. Jackson Blvd., Chicago 4, Ill.

Manager.....L. O. Holmberg

Keith Bldg., Cincinnati, O.

Manager.....Robert P. Marsh

744 N. 4th St., Milwaukee, Wis.

Manager .....Richard Davis

Equitable Bldg., Hollywood 28, Cal.
Phone: Hollywood 9-8107

V.P. & Mgr.....Floyd R. Holm

Radio and TV Accounts: The Allis Chalmers Manufacturing Company; Campbell Soup Company (Campbell's Tomato Juice & Campbell's Pork & Beans); The Cochran Foil Company (Aluminum Foil); M. K. Goetz Brewing Company (Country Club Beer); The Goodyear Tire & Rubber Company, Inc. (Shoe Products); The Hubinger Company (Quick Elastic Starch); Kelly Springfield Tire Company; New York Life Insurance Company; The Personal Products Corporation (Yes Tissues); The Procter & Gamble Company (Ivory Soap, Ivory Flakes, Crisco, Duz and Drene); The Socony-Vacuum Oil Company; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee, Tender Leaf Tea, Instant Tender Leaf Tea).

COMSTOCK & COMPANY

344 Delaware Avenue, Buffalo 2, N. Y.
Phone: MOhawk 2252
ABP—ANPA—AFA

Partner.....Henry W. Comstock
Partner.....H. Earl Close
Partner.....Frank J. Hess
Dir. of Media & Research.....T. Sloane Palmer
Account Executives.....L. W. Simonds, John B. Morton, Sterling J. Hiles, William J. Daley, Jr.
Media Dir.....Donald K. Beyer
Radio-TV Director.....Mrs. Esther Huff

Radio Accounts: Manufacturers and Traders Trust Company (Banking Services), Buffalo, N. Y.; "Gold Seal" Urbana Wine Co. (Wines), Hammondsport, N. Y.; O-Cel-O, Inc. (Cellulose Sponges), Buffalo, N. Y.; Bell Aircraft Corp. (Aircraft), Niagara Falls, N. Y.; Frontier Oil Refining Corporation (Gasoline & Oil), Buffalo, N. Y.; Hospital Service Corp. of Western N. Y. (Blue Cross & Blue Shield), Niagara Lithograph Co., Buffalo, N. Y.

TV Accounts: Manufacturers and Traders Trust Company (Banking Services), Buffalo, N. Y.; Frontier Oil Refining Corporation (Gasoline & Oil), Buffalo, N. Y.; O-Cel-O, Inc. (Cellulose Sponges), Buffalo, N. Y.

CONNER, JACKSON, WALKER, McCLURE

461 Market St., San Francisco 5, Calif.
Phone: YUkon 6-0196
ABP—ANPA—APA—NOAB—PPA

President.....E. W. Conner
Exec. Vice-President.....Shirley Walker
Vice-President.....J. H. Jackson
Treasurer.....B. H. McClure
Copy Chief.....Audrey Janisen
Art Director.....Fernando Penalosa
Production Manager.....Marie Scholtz
Media Buyer.....Billie Grove

Radio Accounts: Golden Nugget Sweets, Ltd. (Big Hunk Candy Bar), San Francisco, Calif.; Dinah's Shack (Restaurant), Palo Alto, Calif.; The Fox Shoppe (Restaurant), Redwood City, Calif.; Douglas Shaw Candies (Confections), San Francisco, Calif.; Western Dairy Prod.; Dan T. Cassidy (Interior Decorator); California Turkey Federation.

TV Accounts: Western Dairy Products; California Turkey Federation.

THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio, Texas
Phone: Garfield 3456
AAAA—ABP—ANPA

Pres.....Thomas F. Conroy
Art Dir.....Albin J. Paulson
Personnel Dir.....F. E. Weinholt
Media Dir.....Robert M. Richards
Production Dir.....E. E. Ogilvie

Radio Accounts: Anderson, Paul, Co. (Stationers), San Antonio, Texas; Bohnet Baking Co. (Baking), San Antonio, Texas; Comal Cottons (Manufacturing), New Braunfels; Fomby's (Men's Clothing), San Antonio, Texas; Hoffman & Hayman Coffee Co. (Coffee), San Antonio, Texas; Household Furniture Co. (Furniture), San Antonio, Texas; Lone Star Brewing Co. (Beer), San Antonio, Texas; Mission Provision (Meat Packers), San Antonio, Texas; Perry Shankle Co. (Wholesale Distr.), San Antonio, Texas; Pioneer Flour Mills (Millers' Flour), San Antonio, Texas; Russ & Co. (Investments), San Antonio, Texas; Security Finance (Loans), San Antonio, Texas; Sommers Drug Stores (Chain Drug Stores), San Antonio, Texas; Studers, Inc. (Photo Finishers), San Antonio, Texas; Zale Jewelry Co. (Retail Jewelry), San Antonio, Texas.

TV Accounts: Bohnet Baking Co. (Baking), San Antonio, Texas; Hoffman & Hayman Coffee Co. (Coffee), San Antonio, Texas; Lone Star Brewing Co. (Beer), San Antonio, Texas; Perry Shankle Co. (Wholesale Distr.), San Antonio, Texas; Sommers Drug Stores Co. (Chain Drug Stores), San Antonio, Texas; Studers, Inc. (Photo Finishers), San Antonio, Texas.

CO-ORDINATED ADVERTISING CORP.

9 E. 38th St., New York 16, N. Y.
Phone: MUrray Hill 9-1440

President.....Lester "L" Wolff
Treasurer.....Irving Herz
Vice President.....Lou DeNunzio
Exec. Producer.....Lester "L" Wolff
Dir. TV & Radio.....Arthur Peltz
Time Buyer.....Irving Herz

Radio Accounts: Claridge Foods (Hamburgers & Meat Balls), New York, N. Y.; Sunrise Food Stores (Super Markets), Long Island, N. Y.; Diamond K & Food Town (Super Markets), Westchester, N. Y.; Snappy Cheese, New York, N. Y.; Pioneer Food Stores.

TV Accounts: Associated Food Stores (Super Markets), New York, N. Y.; Manhattan Food Stores, New York, N. Y.; Van Houton Instant Cocoa, New York, N. Y.; Myer 1890 Beverages, New York, N. Y.; Ehlers Coffee, New York, N. Y.; Foremost Dairy Products (Ice Cream), New York, N. Y.; Bond Bread, New York, N. Y.; National Grocery Stores.

COX & TANZ ADVERTISING

950 Drexel Bldg., Philadelphia 6, Pa.
Phone: Lombard 3-1720

Director.....Eugene R. Tanz
Prod. Mgr., Research Dir.....M. Glassman
Copy Chf., Rad.-TV Dir.....John Lillback
Time Buyer.....L. Muncy
Acct. Execs.....J. Carra, E. R. Tanz, Al Fingerman

Radio-TV Accounts: Apex Venetian Blind Mfg. Co.; Badder and Snoke (Jarman Shoes); Colonial Floor Covering; Kaiser Build Products; Linton's; Vanis Co. (deodorants).

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-0940
ANPA—PPA—NOAB—APA

President.....Stuart D. Cowan
Vice-Pres. & Treas.....H. W. Dengler
Vice-Presidents.....James F. Kelly, J. Clement Boyd, Stuart D. Cowan, Jr.
Media Director.....A. Marie Maus
Radio-TV Director.....T. H. Moore, Jr.

Radio Accounts: Frank G. Shattuck Co. (Schraffts Stores & Restaurants), New York; Bankers Trust Co., Lone Star Cement Co., Seamless Rubber Co.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington, Del.
Phone: 5-6185

ABP—ANPA—APA—PPA

President.....John Gilbert Craig
Vice-Pres.....R. V. Craig

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing), Brosins & Smedley (Lumber-Millwork-Coal), Wilmington, Del.; H. P. Cannon & Son, Inc. (Canned Foods), Bridgeville; Delaware Coach Co., Delaware Power & Light Co., Wilmington Del.; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Greenhill Dairies, Inc., Wilmington, Del.; Steinman Stations, Lancaster, Pa.; Riverview Beach Park, Pennsville, N. J.; Wilson Line, Inc. (River Transportation), Wilmington, Del.

TV Accounts: Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Wilmington,, Del.; Delaware Power & Light Co. (Gas & Electric Service), Wilmington, Del.; Riverview Beach Park (Amusement Park), Pennsville, N. J.

THE CRAMER-KRASSELT CO.

733 North Van Buren St., Milwaukee 1, Wis.
Phone: DAly 8-3500

AAAA—ABC—ABP—ANPA—AFA

President.....A. W. Seiler
Exec. Vice-President.....H. N. Pasteur
Vice-Pres.-Treas.....C. W. Faude
Secretary .....F. Aumueller
Vice-Pres. in Chg. Media.....L. H. Ness
Vice-Presidents.....H. Dyson, C. H. Brehm, R. F. Timm, N. L. Telander
Radio-TV Director.....Roger W. LeGrand
Radio-TV Time Buyer.....Loretta Mahar
Radio-TV Acct. Supers.....R. LeGrand, K. Hegard, J. Pritchard

Radio Accounts: Plankinton Packing Co. (Meat Products), Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; Hoberg Paper Mills (Charmin Paper Products), Green Bay, Wis.; A. O. Smith Corp. (Hearing Division) (Heating Equipment), Milwaukee, Wis.; Patek Paint Co. (Paints), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Pflugradt Co. (Heating Equipment), Milwaukee; Gehl Bros. Mfg. (Farm Equip.); Milwaukee Hay Tool Co. (Farm Equip.).

TV Accounts: Ed Schuster & Co., Inc. (Department Store), Plankinton Packing Co. (Meat Products), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; Pflugradt (Heating Equipment), A. O. Smith Corp.—Heating Division (Heating Equipment), Rolfs (Personal Leather Goods), West Bend, Wis.; Wisconsin Telephone Co., Milwaukee; Hoberg Paper Mills, Green Bay, Wis.; Altorfer Bros. Co. (ABC-O-Matic Washer), Peoria, Ill.; Phoenix Hosiery Co., Milwaukee.

CREAMER & COMPANY

6777 Hollywood Blvd., Hollywood 28, Calif.
Phone: GRanite 4137

ANPA

President.....C. R. Creamer
Media Buyer.....Edward Loveton
Production Chief.....J. J. Franz, Jr.
Creative Chief.....Chas. Hutchings
Merchandising .....James Loughran

CRITCHFIELD & COMPANY, INC.

720 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-3061

ANPA—APA—PPA—NOAB—ABC—ABP

President.....E. P. Nesbitt
V.P., Radio-TV.....R. D. Cunningham
Vice-President.....P. J. Johnson
Secretary.....C. J. Nesbitt
Media Director.....E. Groenboom

CRUTTENDEN & EGER

69 W. Washington St., Chicago 2, Ill.
Phone: FInancial 6-3630

ABP—ANPA—PPA—NOAB—APA

Partners...Edmond I. Eger, Harley B. Hobbs
Associates..Leon H. Lewis, George M. Stern
Media Director.....Harry C. Pick
Art Director.....Harry J. Beier

CUNNINGHAM & WALSH, INC.

260 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 3-4900

AAAA—ANPA—PPA—ABP—NOAB
ABC—APA

Pres., Treas.....F. H. Walsh
Exec. Vice-President.....J. P. Cunningham
Secretary.....R. L. Strobridge
Radio-TV Dept.
Vice-Pres. in Charge.....William Reydel
Radio-TV Director.....John Sheehan
V-P in Chg. of Media.....N. F. McEvoy

Branch Office
8420 Sunset Blvd., Hollywood 46, Calif.
Phone: GR 6131

Radio Accounts: Chesterfield Cigarettes, Fatima Cigarettes, Kirkman Soap, Northwest Airlines, E. R. Squibb & Son.

TV Accounts: Chesterfield Cigarettes, Fatima Cigarettes, Sunshine Biscuits, Permutit (Water Softener), Northwest Airlines, Walter Kidde & Co. (Fire Extinguishers), E. R. Squibb & Son (Pharmaceuticals).

DANCER-FITZGERALD-SAMPLE, INC.

347 Madison Ave., New York 17, N. Y.
Phone: ORegon 9-0600
AAAA—ANPA—APA—PPA

Chm. of Bd.....C. L. Fitzgerald
President.....H. M. Dancer
Vice-Pres.-Secy.....F. T. Leighty
Compt. & Asst. Treas.....Wm. Maughan
Asst. to Pres.....J. H. Gilmour
V.P. Radio-TV Dir.....Adrian Samish
V.P.s & Acct. Execs.....C. T. Birch, Lyndon O. Brown, Ramon J. Cabrera, R. R. Etienne, Charles C. Fitzmorris, Jr., Dexter Glunz, Joseph H. Holmes, Jr., Charles L. Hotchkiss, W. A. Irwin, Gordon Johnson, Ralph Linder, David Loomis, H. A. Mattoon, Donald Manchester, J. James Neale, Victor Piotrowski, Richard A. Porter, Frank N. Riggio, Richard Russell, Robert L. Smock, A. W. Spence, Jr., George G. Tormey, Clifford Wolfe.

Branch Offices

221 N. La Salle Street, Chicago 1, Ill.
Phone: FI 6-4700
Exec. Vice-Pres.....F. Sewall Gardner
V.P. & Acct. Exec.....E. R. Detchon

1680 N. Vine St., Hollywood 28, Cal.
Phone: Hudson 2-3256
V.P.-Mgr. .....Al Kabaker

Dancer-Fitzgerald-McDougall, Inc.
114 Sansome St., San Francisco 4, Cal.
Phone: DO 2-5107
President .....Charles McDougall

6 King Street East, Toronto 1, Ontario
Phone: EMpire 3-2851
Manager .....Gilbert Nunns

Radio Accounts: American Chicle Company, B. T. Babbitt, Campbell Soup Co., Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., U. S. Army, U. S. Air Force and Organized Reserve Corps Recruiting Service.

TV Accounts: American Chicle, B. T. Babbitt, Campbell Soup Co., Falstaff Brewing Corp., General Mills, Inc., Sterling Drug Inc., Procter & Gamble Co.

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: CEntral 6700
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

Chairman of the Board.....P. J. Orthwein
President.....J. F. Oberwinder
Vice-Pres.-Treasurer..... .E. D. Cronk

Branch Offices

515 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-2600
Vice-President.....J. Y. Brown, Jr.
V.P., Radio-TV Director.....Paul Louis

Terminal Tower Bldg., Cleveland 13, O.
Phone: TOwn 1-3911
Vice-President.....Stanley P. Seward

57 Bloor St. W., Toronto, Ontario, Can.
Phone: Princess 3991
Vice-President.....G. P. Altenbernd

800 Peachtree St., N.E., Atlanta 5, Ga.
Phone: VE 8815
Vice-President.....J. Hixon Kinsella

Radio Accounts: The Coca-Cola Co., Atlanta, Ga.; Anheuser-Busch, Inc., Laclede Gas Light Co., St. Louis, Mo.; General Tire & Rubber Co., Akron; Cleveland Electric Illuminating Co., Cleveland, O.

TV Accounts: Anheuser-Busch, Inc., St. Louis, Mo., Coca-Cola Co., Atlanta, Ga.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.
Phone: MAin 0790-1
PPA—NOAB—APA

Pres., Space Buyer.....James M. Daugherty
Secretary-Treasurer..Pauline Otto Daugherty

Radio Accounts: Pepsi-Cola, St. Louis Dairy Co., General Electric Supply Co., St. Louis.

TV Account: Pepsi-Cola.

DAVIS & COMPANY

Pacific Mutual Bldg., Los Angeles, Calif.
Phone: Michigan 3908
ANPA—PPA

Partner.....Robert J. Davis
TV Director.....R. J. Davis, Jr.
Radio Time Buyer.....Marilyn Morisset

Radio Accounts: Blue Bird Potato Chips, Inc., Scudder Food Products.

TV Accounts: Scudder Food Products, Wilson & Co. (Pacific Coast); Andersen's Foods, Inc.

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.
Phone: 8-0666
APA—ABP

Owner .....Ben Dean
Production Manager.....Mildred Juneau
Account Executive.....Ben Dean, Jr.

HERSCHEL Z. DEUTSCH & CO., INC.

575 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-1788
ABP

President .....Herschel Z. Deutsch
Secty.....M. A. Deutsch
Treas. .....Robert Stone
Copy Chief.....Michael Riese
Research Dir.....Shirley Walode
Media Director.....Madeleine Allison

Radio Accounts: E. T. Browne Drug Co. (Palmer's "Skin-Success"), New York; M. J. Breitenbach Co. (Pepto-Mangan), New York; Lander Co. (Dixie Peach), New York.

DEUTSCH & SHEA, INC.

230 West 41st St., New York 18, N. Y.
Phone: LOngacre 4-5900
ABP—APA—AAAA—ANPA

President.....Arnold R. Deutsch
Vice-President.....Van M. Evans
Secretary .....Henry Geissenheimer
Production Mgr.....Richard Gazley
Space Buyer.....Erwin Lowen

DICKLOW ADV. AGENCY

1324 National City Bldg., Dallas 1, Tex.
Phone: RAndolph 8295
APA—SNPA

Owner-Radio Buyer....Irene Scott Dicklow

DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., Louisville 2, Ky.
Phone: WAbash 3193
ANPA—APA—PPA—SNPA

Partners..Elmer H. Doe, Warwick Anderson
Acct. Execs.....Elmer H. Doe, Warwick Anderson, George W. Emerson, Richard W. Smith
Media Buyer.....Miss G. P. Wagner
Production Manager.....J. B. Peterkin

DOHERTY, CLIFFORD & SHENFIELD, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-0445
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

Chairman of the Bd...Lawrence L. Shenfield
President.....Donald K. Clifford
Secretary.....William E. Steers
Vice-President.....Francis J. Doherty
Treasurer.....Nelson O. Argueso
Asst. Secy.....Marie L. Brennan
Vice-Presidents.....Aldis P. Butler, William E. Holden, Chester MacCracken, James F. Egan, Harry M. Ireland, Edward M. Raynolds, Samuel L. Frey, Joel F. Jacobs, Dr. Philip Reichert, Robert Hayes, Robert E. Shaw
Dir. of Radio & TV.....Chester MacCracken

Radio Accounts: Bristol-Myers Company (Trushay, Sal Hepatica, Ipana, Bufferin and Resistab, Ammen Vitalis, Mum, Vitalis Hair Cream, Benex), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York.

TV Accounts: Bristol-Myers Company (Ipana, Vitalis, Resistab, Sal Hepatica, Trushay, Bufferin, Mum), Welch Grape Juice (Grape Juice, Preserves), New York, N. Y.; Borden Co. (Borden's Inst. Coffee).

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 21, Va.
Phone: RIchmond 3-111-3
ABP—APA—SNPA

Pres.-Treas.-Space Buyer (News) Ralph L. Dombrower, Sr.
Vice-Pres.....Ralph L. Dombrower, Jr.
V.P., Sec. & Radio Time Buyer Malcolm B. Dombrower
Art Director.....Hobart Britton
Radio Dir.....T. Michaux Moody
Media & Space Buyer (Mag.)..Phyllis King

Branch Office
Woodward Bldg., Washington, D. C.
Phone: REpublic 1420

Manager .....Philip Rosenfeld

Radio Accounts: Etchison Hat Co., Inc., Chesterfield Hat Corp., Richmond, Va.; East Coast Freight Lines, Richmond, Va.; Home Brewing Co., Richmond; Planters Fertilizer Co., Charleston, S. C.

DONAHUE & COE, INC.

1270 Ave. of Amer., New York 20, N. Y.
Phone: COlumbus 5-4252
ABP—ANPA—AFA—NOAB—PPA
SNPA

President.....E. J. Churchill
Dir. Motion Picture, Radio & TV Div.....A. Carl Rigrod
Time Buyer.....Evelyn Jones
Radio-TV Dept...Walter Scott, David Pollard

Branch Office
411 Hurt Bldg., Atlanta 3, Ga.
Phone: MAin 5662

Vice-President.....H. L. Morrill

Radio Accounts: Burlington Mills, Inc. (Bur-Mil Cameo Hosiery), New York, N. Y.; Institute of Commercial Art (Famous Artists Course), New York, N. Y.; Loew's, Inc. (Motion Pictures, Loew's Theatres), New York, N. Y.; Metro-Goldwyn-Mayer, Inc. (M-G-M Pictures), New York, N. Y.; Monarch Wine Co. (Manischewitz Wine), New York, N. Y.; New York Herald-Tribune (Newspaper), New York, N. Y.; New York World-Telegram & Sun (Newspaper), New York, N. Y.; River Brand Rice Mills, Inc. (Carolina & River Brand Rice), New York, N. Y.; Rockefeller Center, Inc. (Radio City Music Hall), New York, N. Y.

TV Accounts: Amer. Financial and Development Corp. for Israel (Israel Bonds), New York, N. Y.; Burlington Mills, Inc. (Bur-Mil Cameo Hosiery), New York, N. Y.; Cosmopolitan Magazine, New York, N. Y.; Federation Bank & Trust Co. (Bank), New York, N. Y.; General Cigar Company (Robt. Burns Cigar), New York, N. Y.; Institute of Commercial Art (Famous Artists Course), New York, N. Y.; Irish Linen Guild (Irish Linen), Belfast, Ireland; Loew's, Inc. (Loew's Theatres), New York, N. Y.; Metro-Goldwyn-Mayer (Motion Pictures), New York, N. Y.; Monarch Wine Co. (Manischewitz Wine), New York, N. Y.; New York Herald-Tribune (Newspaper), New

York, N. Y.; New York World-Telegram & Sun (Newspaper), New York, N. Y.; Rockefeller Center, Inc. (Radio City Music Hall), New York, N. Y.; Scripto, Inc. (Pens & Pencils), Atlanta, Ga.

W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.
Phone: WOodward 5-7400
ABP—ANPA—PPA

President.....W. B. Doner
Exec. Vice-Pres.....Charles F. Rosen
Treasurer.....Julian A. Grace
Vice-President .....Felix Hower
Secretary & Art Dir.....Ben Goldstein

Branch Office
203 N. Wabash Ave., Chicago 1, Ill.
Phone: DEa 2-4674
Exec. Vice-Pres Marvin H. Frank

Radio Accounts: Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gasoline), Detroit, Mich.; Feigenson Bros. Co. (Faygo Beverage) (Soft drinks & mixes), Detroit, Mich.; Hub Appliance Stores (Appliances), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Big Bear Markets (radio & TV) (Super Markets), Detroit, Mich.; Federal Department Stores (radio & TV), Detroit, Mich.; Michigan Wineries (radio & TV) (Wines), Paw Paw, Mich.

TV Accounts: Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gas & Oil), Detroit, Mich.; Feigenson Bros. Co. (Soft drinks & mixers), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Hub Appliance Stores (Appliances), Detroit, Mich.; Famous Furniture Co. (Furniture & Upholstering), Detroit, Mich.; Delsoy Distributors (Delsoy Topping), Dearborn, Mich.; Hygrade Food Products Corp. (Honey brand Ham), Detroit, Mich.; Cherrin Bros. Co. (Party Sweet Candies), Detroit, Mich.

DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.
Phone: WOrth 4-0700

President.....Wm. H. Long, Jr.
Vice-President.....Walter H. Burnham
Account Exec. & Radio &
TV Dir.....Edwin R. Rooney, Jr.

Branch Offices
208 LaSalle St., Chicago 4, Ill.
Phone: CEntral 6-9132
V.P. & Mgr.....Chas. C. Greene
53 State St., Boston 9, Mass.
Phone: LAfayette 3-0770
Senior V.P.....Chas. W. Morse
1518 Walnut St., Philadelphia 2, Pa.
Phone: Pennypacker 5-4477
V.P.....E. Howard York
425 Bush St., San Francisco 8, Cal.
Phone: Yukon 2-4080
V.P. .....Ronald Brindley

Radio Accounts: Chemical Bank & Trust Company (Bank), New York City; Kidder, Peabody & Co. (Brokerage), New York, Boston & Chicago; Union Trust Co. (Bank), Washington, D. C.; Calvin Bullock (Brokerage), New York City; Boston Federal Savings & Loan Association (Bank), Boston; Boston Five Cents Savings Bank (Bank), Boston; R. L. Day & Co. (Brokerage), Boston; Estabrook & Co. (Brokerage), Boston; Vance, Sanders & Co. (Brokerage), Boston; Waltham Fed. Savings & Loan Association (Bank), Boston; Automatic Heating Corp., Boston; Diamond Match Co. (Lumber Matches), Boston; Pastene Wine & Spirits, Boston; Seiler's, Inc. (Frozen Foods), Boston; Methodist Radio Society of Philadelphia, Philadelphia; Pennington, Colket & Co. (Brokerage), Philadelphia; Provident Trust Co. of Philadelphia (Bank), Philadelphia; American School (Home Study), Chicago; Lawn Savings & Loan Association (Bank), Chicago; St. Paul Federal Savings & Loan Assoc. (Bank), Chicago; Crocker First National Bank (Bank), San Francisco; Palace Hardware Corporation (Hardware), San Francisco.

TV Accounts: Kidder, Peabody & Co. (Brokerage), New York, Boston, Chicago; Union Trust Co. (Bank), Washington, D. C.; Calvin Bullock (Brokerage), New York; Cities Service Oil Co. (Dealers), Boston; The Wellington Co. (Brokerage), Philadelphia; Smith, Kline & French (Pharmaceuticals), Philadelphia; Lawn Savings & Loan Assoc. (Bank), Chicago; Standard Coil, Chicago; Western Ave. Buick, Chicago.

DOREMUS-ESHLEMAN COMPANY

1522 Locust St., Philadelphia 2, Pa.
Phone: KIngsley 5-2590
ABP—ANPA—PPA—APA—NOAB

V.P. .....Benjamin Eshleman
V.P.....E. Howard York, III
V.P.....B. Franklin Eshleman, II
V.P.....L. H. Greenhouse
V.P.....J. J. D. Spillan
Dir. of Media.....Jos. R. Rollins, Jr.

Radio Accounts: Commonwealth of Pa.: Dept. Revenue (highway safety), Dept. Commerce (tourist & recreation), Harrisburg, Pa.; Sears Roebuck & Co. (mail order), Philadelphia, Pa.; Sun Shipbuilding Co. (shipbuilding), Chester, Pa.; H. H. Miller Co. (motor oil), Phila., Pa.; Motor Exchange Co. (automotive), Phila., Pa.; Provident Trust Co. (bank), Phila., Pa.; Wellington Fund (mutual investment), Phila., Pa.; Allan Wood Co. (steel fabricator), Conshohocken, Pa.

TV Accounts: Sun Shipbuilding Co. (shipbuilding), Chester, Pa.; Smith Kline &

French (pharmaceutical), Phila., Pa.; H. H. Miller Co. (motor oil), Phila., Pa.; Wellington Fund (mutual investments), Phila., Pa.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone: HUbbard 2-8050
ANPA—NOAB—PPA
Radio & TV Dir...Theodore B. Pitman, Jr.
Space & Radio Time Buyer...Wm. D. Walsh
Branch Offices
*Dowd, Redfield & Johnstone, Inc.
501 Madison Ave., New York 22, N. Y.
Phone: MU 8-1275
President.....John C. Dowd

* Affiliated office.

Radio Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Boston Edison Co. (Electricity), Boston Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Groveton Paper Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; National Company (Radio Receivers & TV Sets), Malden, Mass.; Town & Country (Real Estate), Boston, Mass.

TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Groveton Papers Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Megowen-Educator Food Co. (Crackers & Biscuits), Lowell, Mass.; Eugene Rothmund, Inc. (Sausages & Frankfurters), Somerville, Mass.

DOWD, REDFIELD & JOHNSTONE, INC.

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1275
ABC—ABP—ANPA
Chairman.....L. L. Redfield
President.....John C. Dowd
Exec. Vice-Pres.....Edmund F. Johnstone
Sect.-Treas.....Edward D. Parent
V.P., Gen. Mgr.....Michael A. Raymond
Radio-TV Director.....Harry H. Patterson
Radio & TV Time Buyer.....Betty Nasse

Radio Accounts: Block Drug Company (various drug products), Jersey City; American Protam Co. (reducing products), New York; Save-By-Mail, Inc. (mail order products), New York; Stahl-Meyer, Inc. (canned meats), Bonoil Packing Co. (olive oil products), Albert Ehlers, Inc. (coffee), Cott Beverage Co. (soft drinks), New Haven; Bristol Meyers Co. (Mum deodorant), New York; Rap-i-dol Distributing Corp. (Blensol), New York; Continental Glass Heat Co. (heating panels), Dormin, Inc. (sleeping capsules), New York.

TV Accounts: Rap-i-dol Distributing Corp. (Blensol), New York; Stahl-Meyer, Inc. (meat products), New York; Block Drug Co. (Omega Oil, Poslam), Jersey City; Albert Ehlers, Inc. (coffee), New York; Cott Beverage Corp. (soft drinks), New Haven; Bristol Myers Co. (Mum deodorant), New York; Dormin, Inc. (sleeping capsules), New York; Ruby Red Tooth Paste (tooth paste), New York.

L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.
Phone: WO 2-8246
Owner.....L. Jerome DuMahaut
Production Manager.....Georgiana E. Park
Radio Time Buyer.....Hazel R. Belman
Copy Chief.....David G. Parkes

DUNDES & FRANK, INC.

64 West 48th Street, New York 19, N. Y.
Phone: PLaza 7-0750
President .....Ben Frank
Treas. & Sec.....Harold Dundes
Space Buyer.....Daisy Grosswirth

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 6-1400
NOAB—PPA—APA—ABC
President.....Roy S. Durstine
Vice-Presidents.....Wm. E. Dempster, John Malone, Jr., Ralph D. Allum, J. R. Gilman
Treasurer.....T. Arnold Rau
Head Art Dir.....Harvey A. Spooner
Art Director.....J. Burton Stevens
Radio-TV Time Buyer.....Maria Carayas
Radio Prod.....Hubert Wilke
Branch Offices
3440 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 8-3411
Exec.-in-Charge.....William D. Sloan
156 Montgomery St., San Francisco, Calif.
Phone: YUkon 6-6917
Exec.-in-Charge.....Robert B. England

Radio Accounts: Sylvania Electric Products, Inc. (Radio & Television Division) (television sets, radios, radio clocks), Buffalo, N. Y.; J. C. Penney Company (department store), New York, N. Y.; Van Houten & Zoon, Inc. (cocoa), New York, N. Y.; Clarke-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.

TV Accounts: Macmillan Petroleum Corporation (motor oil), Los Angeles, Calif.; Clark-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.; J. C. Penney (department store), New York, N. Y.; Graybar Electric Company, Los Angeles & San Francisco; Modglin Company, Los Angeles, Cal.; Pa-

cific Can Company, San Francisco, Cal.; Podesta Baldocchi (flowers, gifts), San Francisco, Cal.; American Cyanamid Company (Superset), New York, N. Y.

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.
Phone: MAdison 2921

Owner.....Adam F. Eby
Treasurer .....Virginia Eby

Radio Accounts: Jacobi Bros. (Men's Furnishings), Buffalo, N. Y.; Sports Show (Show), Boston, Mass.; Stamford Park (Race Track), Niagara Falls, Ont.; S. R. Gerber Sausage Co. (Wieners and Sausage), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.; Culligan Soft Water (Water Softening Service), Buffalo, N. Y.; Police Circus (Circus), Buffalo, N. Y.; Food Exhibit (Show), Buffalo, N. Y.

TV Accounts: Sports Show (Show), Boston, Mass.; Stamford Park (Race Track), Niagara Falls, Ont.; S. R. Gerber Sausage (Wieners & Sausage), Buffalo, N. Y.; Police Circus (Circus), Buffalo, N. Y.; Culligan Soft Water (Water Softening), Buffalo, N. Y.; Food Exhibit (Food Show), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.

EDELSTEIN-NELSON ADV. AGENCY, INC.

203 North Wabash St., Chicago 1, Ill.
Phone: ANdover 3-3867
ABP

President .....Edward Edelstein
Vice-President .....Irving Karlin

Radio and TV Accounts: Conway Camera Co. (photo retailer), Chicago.

ELLINGTON & CO., INC., ADV.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4300
ANPA—APA—NOAB—PPA

President.....Jesse T. Ellington
Vice-Presidents.....Theodore S. Strong, Hyland L. Hodgson, Charles W. Marshall, Chauncey L. Landon, Van Davis, William A. Bartel
Treasurer.....Gordon M. Kingman
Exec. Dir. Radio & TV.....Hal James
Exec. Producer.....A. Burke Crotty
Radio & TV Time Buyer.....Dan Kane

Radio Accounts: Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; Harriet Hubbard Ayer (Cosmetics); McKesson & Robbins (Drugs).

TV Accounts: Cadbury-Fry America, Inc. (Candy), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins; Bayuk Cigars, Inc.; J. Wiss & Sons (Scissors & Shears).

ELLIS ADVERTISING CO.

Erlanger Theatre Bldg., Buffalo 1, N. Y.
Phone: Cl. 6780
ABP—ANPA—APA—NOAB—PPA

Partners.....Michael F. Ellis, Jerome R. Ellis
Radio-TV Director.....Josephine Williams

Branch Offices

77 York St. W., Toronto, Ont.
Phone: Wa 9902

Manager .....Al May

448 Seymour St., Vancouver, B. C.
Phone: Ma 2631

Manager.....W. Van Warren

Radio Accounts: Nemmer Furniture Company (Furniture Manufacturer), Rosinski Furniture Co. (Furniture Stores), DiBello Motor Sales (Pontiac Dealers), Buffalo, N. Y.; Old Barn (Restaurant), East Aurora, N. Y.; William C. Maunz (Insulation and Heating), Buffalo, N. Y.; Niagara County Savings Bank (Savings Bank), Niagara Falls, N. Y.; Kensington Savings & Loan Assn. (Savings and Loan Assn.), Madison Cab (Taxi Cabs), Mel's (Men's Clothing), A & B of Buffalo, Inc., (Ballantine Beer Distributors), Phoenix Brewery Corp. (Beer and Ale), Western Savings Bank (Savings Bank).

TV Accounts: Western Savings Bank (Bank—Savings), First National Bank (Bank—Commercial), Italian & French Wine Co. (Old Friar Brand Wines), George R. Bennett Co., Inc. (Food Broker—Neptune Sardines, Borden's Condensed Milk, Star-Kist Tuna), Buffalo General Laundries (Laundry and Dry Cleaning), Nemmer Furniture Company (Furniture Manufacturers), Phoenix Brewery Corp. (Beer and Ale), Rosinski Furniture Co. (Furniture Stores), Bredenberg Distributing Co. (Imported Labatt's Beer), William Hengerer Company (Department Store), Lamont-Wray Motors (Chrysler-Plymouth Dealer).

ROBERT J. ENDERS ADVERTISING, INC.

1415 K St., N.W., Washington 5, D. C.
Phone: Sterling 2222

President.....Robert J. Enders
Exec. Vice-President.....Howard A. Enders
Vice-President .....Rudy Vallee
Secretary-Treasurer.....Melvin Alan Bank
Account Executives .....Sylvia Devey, William Fitzgerald, Robert L. Friend
Radio-TV Director.....Mary Griffin, Jr.
Traffic Manager.....Dorothy Shick
TV Film Director.....Robert L. Friend

Branch Offices

Packard Building, Philadelphia, Pa.
Phone: RIttenhouse 6-5491

Manager .....Al Fingerman

270 Park Ave., New York, N. Y.
Phone: PLaza 5-4952

Vice-Pres. .....Howard Enders
TV Art Director.....Fred Waller
6611 Santa Monica Blvd., Hollywood, Calif.
Phone: HIllside 6118

Manager .....John Swallow

Radio Accounts: Amvets (American Veterans of World War Two), Veterans of Foreign Wars, Koolvent Metal Awnings, Washington, D. C.; All-Aluminum Corp. (Chairs, Tables), Georges Radio & Television Co., Government Services Inc., Washington, D. C.; Brigg's Filtration Corp., Occidental Restaurant, Travel Inc., Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, D. C., Maryland, and Virginia; Al's Motors (Chrysler), Virginia; McCoy's (Radio, Television & Appliances), Washington, D. C.; Mid-Atlantic Appliances (Admiral and Bendix), Washington, Maryland, Virginia; Air Rome, Inc. (Trips to Holy Land), National; Home Appliance Co. (Radio, Television & Appliances), United States Government Agencies, Abbott Refrigeration Corp., Thor Corp. (Washers & Ironers), Cardwells Inc. (Rugs), National Institute of Technology, Sil-i-Kleen Auto Polish, Washington, D. C.; Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Academy Motors (Hudson), Philadelphia, Pa.

TV Accounts: Koolvent Metal Awnings, George's Radio & Television Co., The Hecht Company (Dept. Store), Occidental Restaurant, Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, Maryland, Virginia; Al's Motors (Chrysler) Virginia; McCoy's (Radio, Television & Appliances), Mid-Atlantic Appliances (Admiral & Bendix), Washington, D. C., Maryland, Virginia; Home Appliance Company (Radio, Television & Appliances), Washington, D. C.; Hotpoint Corporation, National; Abbott Refrigeration Corp., Thor Corp. (Washers & Ironers), Sil-i-Kleen Auto Polish, Rumpus Rye (New Philadelphia Bakery), Washington, D. C.; N. Snellenburg & Company (Dept. Store), Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Philadelphia, Pa.; Hecht Bros. (Dept. Store), Washington, D. C.; The Hub (Dept. Store), Baltimore, Md.; Motorola, Gimbel's (Dept. Store), Frigidaire, Philadelphia, Pa.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, D. C., Maryland, Virginia; R. H. White Co. (Dept. Store), TV Engineers of New England, Boston, Mass.; Gimbel Brothers (Dept. Store), Pittsburgh, Pa.

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
Phone: RAndolph 6-7220
ANPA—PPA—APA—NOAB

President & Treasurer.....Frank L. Engel
Vice-Pres. & Sec.....M. L. Engel
Art Dir. & Copy Dir.....A. L. Rumry

Radio Accounts: Superior Match Pants Co.

ENNIS-ANDERSON ADV. AGENCY

218 Anglo Bank Bldg., Fresno, Calif.
Phone: Ph. 3-2613

President.....E. E. Anderson
Vice-President .....Frank Ennis
Art Director.....Milton M. Young
Radio Director.....Lon McAdams

Radio Accounts: National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co., Perfection Macaroni Sauce.

ERWIN, WASEY & CO., INC.

420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-8700
AAAA—ANPA—APA—NOAB—PPA

Chairman of the Board.....Louis R. Wasey
President.....Howard D. Williams
Vice-Presidents.....George E. Wasey, David B. Williams
Sec.-Treas.....James F. O'Connor
Exec. Dir. Radio-TV.....James C. Douglass
Business Mgr., Radio-TV....Keith B. Shaffer
Dir. Radio-TV Creative Prod..Michael Levin
Time Buyer.....Ray Simms
Radio Dir. (L. A.).....Robert L. Redd
TV Dir. (L. A.).....Charles F. Lowe
Time Buyer (L. A.).....Glen Bohannan
Time Buyer (Chicago).....John Gwynn

Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.
Manager.....L. R. Northrup
5045 Wilshire Blvd., Los Angeles 36, Calif.
Exec. Vice-Pres.....Emmett C. McGaughey
523 Marquette Ave., Minneapolis 2, Minn.
President .....Mac Martin
1st National Bank Bldg., Oklahoma City, Ok.
President.....Howard D. Williams
1170 Bay St., Toronto, Ont., Can.
Manager.....Ralph L. Lawson
1121 St. Katherine St. W., Montreal, Que., Canada
Manager.....William C. Stannard

Radio Accounts: Barbasol Co. (Barbasol), Indianapolis, Ind.; Musterole Co. (Musterole), Cleveland, O.; Carnation Co. (Evaporated Milk, Ice Cream, Malted Milk), Los Angeles, Calif.; Albers Milling Co. (Cereals, Flapjack Mix, Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars, Dutch Masters Cigars), Zonite Products Corp. (Larvex), New York, N. Y.; Nash Coffee Co. (Coffee), Minneapolis, Minn.; S. C. Johnson & Sons, Inc. (Wax Products), Racine, Wis.; Seeck and Kade, Inc. (Pertussin Cough Syrup), New York, N. Y.; KRO Company (Rodenticides),

Springfield, O.; Jacob Riesse Bottling Works (Soft Drinks), Minneapolis, Minn.; Acme Flour Mills (Flour), Oklahoma City, Okla.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; McCoy Products (Vitamins), New York, N. Y.; Olive Tablet Co. (Laxative), Columbus, O.; Springs Cotton Mills Co. (Spring Maid Sheets), Lancaster, S. C.

TV Accounts: Carnation Co. (Evaporated Milk), Los Angeles, Calif.; Albers Milling Co. (Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars), New York, N. Y.; Springs Cotton Mills (Spring Maid Sheets), Lancaster, S. C.; Seeck and Kade, Inc. (Pertussin), New York, N. Y.; Musterole Co. (Musterole), Cleveland, O.; North American Philips Co. (Norelco Duo-Vue), New York, N. Y.; Admiral Corp. (Refrigerators, TV and Radio Receivers), Chicago, Ill.

WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York, N. Y.
Phone: MUrray Hill 5-1900
ABC—ABP—ANPA—AFA

Chairman of the Board.....William Esty
President.....James J. Houlahan
Vice President.....Dr. Wallace H. Wulfeck
Secretary-Treasurer.....E. H. Cummings
V.P. Chg. TV Prog.....Kendall Foster
Acting Radio Director.....Wendell Adams
V.P. Chg. TV Commercial..Stanley A. Lomas

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
Exec. Prod.-Dir.....Arnold J. Wester

Radio Accounts: Colgate (Rapid-Shave, Fab, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Coca Cola Bottling Co., New York.

TV Accounts: Colgate (Fab, Rapid Shave, Vel), Jersey City; Hawley & Hoops, Inc. (M & M's Candy), Newark; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Coca-Cola Bottling Co., New York; Pacquin, Inc. (Silk 'n Satin), New York.

EVANS & ASSOCIATES

Dan Waggoner Bldg., Fort Worth, Tex.
Phone: EDison 9521
ABC—PPA—ABP—ANPA—APA
NAAN—NOAB

Partners.....Albert Evans, Jr., Stanley Schlenther

Radio Accounts: Williamson Dickie Mfg. Co. (Men's Work Clothes); Foremost Dairies (Texas Plains); Ft. Worth Macaroni Co.

TV Accounts: Williamson Dickie Mfg. Co.; Fort Worth Macaroni Co.; Foremost Dairies.

EVANS-WORK ADV. AGENCY

318½ South Sixth St., Springfield, Ill.
Phone: 28868

President.....Clarence R. Evans
Art Director.....John Robert Work
Continuity Director.....Imogene Kundig

Radio Accounts: Arch Wilson, Inc., Axtell Kramer, B & F Toggery, Barlow's Jewelry, Beatrice Foods, L. B. Bell Fur Co., Bootery, Bridge Jewelry Co., Camera Shop, Capital Wood Works, Community Bakery, Constantino Packing Co., Ray's Brand Products, Dellert's Paints, Durham Electric Company, Equitable Loan Company, Faultless Milling Company, Fink's Cleaners, Graham's, Jack Harman, John Harms & Sons, Hills Bros. Company, Ideal Creamery, Kennedy's Laundry & Dry Cleaners, Lincoln Trail Turkey Farm, Modern Business Machines Co., Henry Nelch & Son, Public Super Market, Punzak Air Conditioning & Heating Co., Quality Dairy, Rolands, Royal Crown Belting Co., Seck DeVault Paint Mfg. Co., Security Federal Savings & Loan, Senate Theatre, Simmons Office Supply, Springfield Motors, Springfield Refinoil, Springfield Skelgas, Paul Steele Lumber Company, Swanson's Camera Shop, R. W. Troxell Insurance, Woodward & McCullough Jewelers.

THE EVERLING ASSOCIATES, INC.

1015 Chestnut St., Philadelphia 7, Pa.
Phone: Market 7-2617
ABP—ANPA

Pres., Radio-TV Dir.....Frank J. Corkery
V.P. & Dir. of Art.....Reynold Abbruzi
Sec., Treas.....Alice L. Mooney
TV Prod.....Lester J. Harmon

Radio Accounts: Mrs. Smith's Pie Co. (Pies), Pottstown; Valentine & Co. (Paint), New York; Fleming & Bates (Coal), Philadelphia.

TV Accounts: Mrs. Smith's Pie Co. (Pies), Pottstown; Valentine & Co. (Paint), New York; Valspar Dealers (Paints), Washington, Baltimore, Binghamton.

FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.
Phone: 2-6109

President.....John T. Farquhar
Vice-President.....Ted R. Darvoe
Secretary.....Roger H. Williams
Treasurer.....Jay C. Anderson
Radio-Television.....John T. Farquhar
Media Buyer.....Eleanor Crimmins

Radio Accounts: Utica Brewing Company (Fort Schuyler Beer & Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; F. J. Baker & Sons (Wholesale, Retail Florists), Utica, N. Y.; Wm. Parry & Sons Inc. (Dairy Products), Utica, N. Y.; Jean's Foods of Utica Inc. (Food Products), Utica, N. Y.;

Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Bonide Chemical Co. (Insecticides, Fungicides), Utica; Rome Savings Bank, Rome; Ribyat's Furniture, Utica.

TV Accounts: Utica Brewing Company (Fort Schuyler Beer and Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Bonide Chemical Co., Utica; Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Philipson & Co. (Investments), Utica; Ribyat's Furniture, Utica.

FEIGENBAUM & WERMEN ADVERTISING AGENCY

1922 Spruce St., Philadelphia 3, Pa.
Phone: LO 4-1536

ABP—ANPA—NOAP

Partner .....Harry Feigenbaum
Partner .....David Wermen
Radio-TV Director.....Stanley Goldstein

Radio Accounts: Grabosky Bros. (Royalist, Amerada cigars), Philadelphia; Federal Savings & Loan Assns. (savings and loan), Philadelphia; Hardwick & Magee Furniture (rugs & furniture), Philadelphia; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; The Arrow Store (men's furnishings), Philadelphia; Laundry Board of Trade (Philadelphia laundries), Philadelphia; Fox Weis (furriers), Philadelphia; Garden State Motors (automobiles & motors), Camden, N. J.; Bandler's (furniture), Philadelphia; Reliable Pontiac (automobiles), Philadelphia.

TV Accounts: Kasser Distillers (wine), Philadelphia; B. S. Pincus & Co. (meat products), Philadelphia; Booth's Bottling Co. (carbonated beverages), Philadelphia; The Arrow Store (men's apparel), Philadelphia; New Yorker Cheese Co. (cheese products), Philadelphia.

ROBERT FELDMAN, INC.

878 Seventh Ave., New York 19, N. Y.
Phone: CO 5-3642

Pres. & Radio Time Buyer,
Account Executive.....Robert Feldman
Sec. & Treas.....B. Michaels
Radio Director.....C. Rhodes
Copy Chief.....L. Barton
TV Director.....R. Feldman

Radio Accounts: Nevelea Country Club, Elliott Murphy's Aquashow, Maurella Products (Perfumes), Wivel Restaurant, Village Barn, Jack Dempsey's Restaurant, Palisades Amusement Park, Chen's Singapore, Young's Gap Hotel.

TV Accounts: Eastern Wine Corp., Wivel Restaurant, China Doll Night Club.

FELLOWS ADVERTISING AGENCY

410 Larned Bldg., Syracuse, N. Y.
Phone: 2-4175

ABP—APA

Pres., Space & Radio
Time Buyer.....Byron F. Fellows, Jr.
Secretary-Treasurer .....Marjorie Hughes

Radio Accounts: B W B Foods Inc. (Brown's Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Company (Cobakco Bread), Cortland, N. Y.; Norwich Knitting Company (Character Sweatshirts), Norwich, N. Y.

TV Accounts: B W B Foods, Inc. (Brown's Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Co. (Cobakco Bread), Cortland, N. Y.; Norwich Knitting Co. (Character Sweatshirts), Norwich, N. Y.

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: NAtional 7713

President.....Courtland D. Ferguson
Secty.-Treas.....Lucille Pierce Ferguson
Radio Copy Dir.....Joseph McJimsey
TV Director.....Walter J. Kerwin
Art Director.....Lee Perri
Production Manager.....William Cooper
Time Buyer.....Beatrice Pientka

Branch Offices

45 Rockefeller Plaza, New York, N. Y.
Manager.....Philip N. Jackson
525 N. Charles St., Baltimore, Md.
Manager .....Phil Jackson
Life Ins. Co. of Va. Bldg., Richmond, Va.
Manager .....Richard Nall

Radio Accounts: L. S. Briggs, Inc. (Meat Products), Washington, D. C.; Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith's Storage Co., Washington; Lincoln Warehouse Corp., New York; High's Lee Cream Co. (Dairy Products), Washington, D. C.; Little Tavern Shops (Restaurants), Wash. & Baltimore.

TV Accounts: Briggs (Meat Products), Smith's Storage Co., Washington, D. C.; P. D. Gwaltney Co., Smithfield, Va.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 9-7100

ABP—ANPA—APA—NOAB—PPA

President-Treasurer .....Lawrence Fertig
Exec. Vice-Pres. & Sec.....Alexander Slavitt
Vice-President .....Philip Lukin
Space Buyer.....Miss Selma Grosswirth
Art Director.....Stanley Dusek
Production Manager.....Mel Lewis
Radio-TV Time Buyer, Dir...Jos. H. Mintzer

ROBERT G. FIELDS & CO.

Sudekum Bldg., Nashville 3, Tenn.
Phone: 6-1977
ABP

President.....Robert G. Fields
Account Executive.....W. R. Culbertson
Secretary .....A. Ferguson

Radio Accounts: Robt. Orr & Co. (Coffee), St. Bernard Coal Co. (Coal), Coal Heating Service (Coal), Milk for Health, Inc. (Milk), Nashville, Tenn.

TV Accounts: Nashville Pure Milk Co. (Dairy Products), Nashville; Red Ace Petroleum Co. (Coal & Oil); Hester Battery Co., Nashville.

FIRESTONE-GOODMAN ADV. AGENCY, INC.

445 Loeh Arcade, Minneapolis 2, Minn.
Phone: Main 4393
ANPA—APA

Pres., Radio Dir. & Copy Chief.....Allan L. Firestone
Treas. & Art Director.....Archie Goodman
Secretary.....R. S. Firestone
Space Buyer.....L. Koehller

M. M. FISHER ASSOCIATES

134 N. LaSalle St., Chicago 2, Ill.
Phone: CEntral 6-1610-1611

Owner.....Jack L. Fisher
Time Buyer.....Helene Heinz
Radio & TV Dir....Jack L. (Bud) Fisher, Jr.

Radio Accounts: Bell Savings & Loan Assn. (Local Radio), Cook Co. Central Democratic Committee—Political (Radio-selected Localities), National Foundation for Infantile Paralysis (Midwest Rep.), New York & Chicago; Tam O'Shanter Country Club (Golf Tournaments Only), Chicago; United Artists Corp. (Motion Picture), Chicago (Radio Selected Localities); Universal-International Pictures (Motion Pictures), Chicago (Radio Selected Localities).

TV Accounts: Cook Co. Central Democratic Committee (Political), Chicago (Selected Localities); Tam O'Shanter Country Club (Golf Tournaments), Chicago; Harvey Lumber Co., Chicago; Nat'l. Foundation for Infantile Paralysis, Chicago & N. Y.; United Artists Corp.; Universal-International Pictures Corp.

FITZGERALD ADVERTISING AGENCY

Lee Circle Building, New Orleans, La.
Phone: TUlane 3131

Partners....Joe L. Killeen, Jos. H. Epstein, Roy M. Schwarz, Leonard Gessner, E. W. Rector Wootten, Warren G. Posey
Media Dir.....Harley B. Howcott
Radio-TV Director.....Aubrey Williams
Asst. Radio-TV Dir.....Mrs. Marie O'Meara
TV Film Director.....Tom Newman

Radio Accounts: Alabama-Georgia Syrup Company (Alaga Syrup), Montgomery, Ala.; Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies, CDM Coffee), New Orleans, La.; H. G. Hills Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; Pan-Am Southern Corporation (Motor Oil & Gasoline), New Orleans, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift, Scoco and Crustene Shortening), New Orleans, La.

TV Accounts: Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies), New Orleans, La.; Godchaux Sugars, Inc. (Sugar), New Orleans, La.; Higgins, Inc. (Flooring & Misc. Products), New Orleans, La.; H. G. Hill Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; La. State Rice Milling Co. (Rice), Abbeville, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil & Snowdrift & Crustene), New Orleans, La.; Maison Blanche Company (Department Store), New Orleans, La.; Pan-Am Southern Corporation (Motor Oil & Gasoline), New Orleans, La.; Southern Shell Fish Co. (Canned & Frozen Seafoods), Harvey, La.

FLACK ADV. AGENCY, INC.

1110 Hills Bldg., Syracuse 2, N. Y.
Phone: 2-3129
AAAA—ABP—ANPA—APA—PPA

President.....John B. Flack
Secretary.....Florence O. Miller
Treasurer.....J. K. Bowman
Account Executives.....Claire Evans, Arnold T. Bowden, William P. Conklin, Grover H. Hubbell

FOLEY ADVERTISING AGENCY

N. B. C. Bldg., Cleveland 14, O.
Phone: CHerry 1-1490

President.....Robert B. Foley
Sec.-Treas.....Helen M. Little
Director.....A. B. Foley

Radio and TV Accounts: I. J. Fox, Inc. (Retail Furrier), Nokes-Findley Wallpaper & Paint Co., Cleveland.

THE RICHARD A. FOLEY ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 5-1560
AAAA—ABC

President.....Charles H. Eyles
V.P.-Treas.....Lee E. Hood
V.P.-Gen. Mgr.....A. Edward Morgan
V.P.-Media Director.....Wesley Winning
Copy Director.....Raymond Barr
Radio-TV Director....Frank M. Knight, Jr.
Time Buyer.....David Smith

Radio Accounts: Abbotts Dairies, Inc. (Milk, Cheese & Ice Cream), Beneficial Saving Fund (Banking), Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Louis Burk Co. (pork products), Phila.

TV Accounts: Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; Beneficial Saving Fund (banking), Philadelphia; Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Atlantis Sales Company (Klix Dog Candy and Silvo Silver Polish), Rochester.

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-5000
ANPA—AAAA—PPA—APA—ABP—NOAB

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V.P. & Director.....Rolland W. Taylor
V.P. & Director.....Elwood Whitney
V.P. Chg. International Division.....M. P. Franceschi
V.P.-Radio & Telev....Edmund L. Cashman
V.P. Chg. Media.....Harold H. Dobberteen
V.P. Chg. Research.....Paul E. J. Gerhold
V.P. & Mgr. Eastern Mot. Pic. Div.....Harold Holt
V.P.-Radio & Television.....Roger Pryor
Asst. Treas. & Asst. Sec.....Charles H. Newbrand
Dir. of Merchandising....Everett F. Braden
Dir. of Prog. Devel.....Thomas McDonnell
Dir. Media.....Joseph S. Spiegel
Mgr. Production Dept.....J. A. Koehler
Time Buyer.....Lillian Selb
Dir. Radio & Telev. Prod.....George Wolf
Office Manager.....Tyrell G. Rogers

Branches Offices

155 E. Superior St., Chicago 11, Ill.
Phone: SUperior 7-4800

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V.P. & Director.....John F. Hunt
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V.P.....Carl C. Hertzberg
V.P. Chg. Media & Res...Harold H. Webber
Educational Dir.....Leah Anderson
V.P. & Media Dir.....Robert Hussey
V.P. Chg. Res.....Richard Tully
Mgr. Bcstg. Oper....Richard J. Cunningham
Radio & Telev. Bus. Mgr.....Harry Dieter
Radio & Telev. Time Buyer .....Genevieve Lemper
Office Mgr.....M. R. Loehrke

Statler Center, 900 Wilshire Blvd., Los Angeles 17, Cal.
Phone: MAdison 9-3611

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V.P. & Director.....William J. Pringle
V.P. & Director.....Jack Smock
V.P. & Art Dir.....Robert Freeman
Dir. of Media.....George Weaver
Dir. of Research.....Paul Henley
Mgr. Prod. Dept.....Brougham J. Morris
Radio Time Buyer.....Lydia R. Hatton

235 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-2355

Vice-Pres. & Mgr.....Ford Sibley
Media Director.....Llew A. Jones

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllyood 9-6265

Vice-Presidents.....C. Burt Oliver, Elliston Vinson

Box 4223, Houston 14, Texas
Phone: ATwood 8561

Manager.....Stephen R. Wilhelm

Pacific Bldg., Portland 4, Oregon
Phone: BRoadway 3732

Leith F. Abbott

Radio Accounts: General Foods, Liebmann Breweries, Inc., New York Central, Lever Bros. American Bakers Assn., Armour & Co., Frigidaire Division General Motors, Hall Brothers, Inc., The Toni Company, International Cellucotton Products Co., Acme Brewing, Bullock's, Hoffman Radio, Hughes Aircraft, Lockheed, Purex Corp. Ltd., Security-First National Bank, Sunkist Growers, Union Oil, Westgate-Sun Harbor.

TV Accounts: General Foods, Liebmann Breweries, Inc., Intern'l Latex, Lever Brothers, Armour & Co., Frigidaire Division General Motors Corp., Hall Brothers, Inc., International Cellucotton Products Co., The Toni Company, Beatrice Foods Company, Security-First National Bank, Acme Brewing, Bullock's, Hoffman Radio, Hughes Aircraft, Purex Corp. Ltd., Sunkist Growers, Union Oil.

MARSHALL FORD ADV. AGENCY

918 11th St., Sacramento 14, Calif.
Phone: GIlbert 2-3645
APA

President.....M. J. Ford
Publicity Director.....William Queale

Radio Accounts: Bercut-Richards Packing Co. (Sacramento Brand Foods), Pureta Sausage Co. (Sausage Products), Capital Federal Savings & Loan Assn., Taylors Dairy (Ice Cream), Brolli-Parks Co. (Zenith Radios), Sacramento, Calif.

ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6, N. Y.
Phone: COrtlandt 7-5060
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President.....Frank J. Reynolds
Sr. Vice-Pres.....Victor J. Cevasco
Exec. Vice-Pres.....Richard A. Cullinan
Vice-Pres. & Treas.....S. A. Speake
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Vice-Presidents.....Frank D. Cruikshank, Howard C. Allen
Dir. of Radio & TV.....Robert W. Day

Branch Offices

One La Salle St., Chicago 2, Ill.
Phone: DEarborn 2-6424
Vice-President.....R. W. Dawson

10 Post Office Square, Boston 9, Mass.
Phone: HAncock 6-5900
Vice-President.....Joseph R. Hamlen

Packard Bldg., Philadelphia 2, Pa.
Phone: RIttenhouse 6-3915
Vice-President.....Milton T. Kyle

425 Bush St., San Francisco, Calif.
Phone: YUkon 6-4641
Manager.....Lucrezia H. Kemper

FRANKEL, JONES, CO.

180 N. Wabash Ave., Chicago 1, Ill.
Phone: DEarborn 2-5745
NOAB—ABP—ANPA—APA—PPA

President.....Jones B. Frankel
Account Executives.....Jones B. Frankel, A. G. Gaines, Lew Sanders
Space Buyer.....Helen Eich
Radio-TV Director.....Lew Sanders

Radio Accounts: Lion Chemical Co., Rolin Sales, Valmor Prod.

TV Account: Rosin-Starr.

FRANKLIN & GLADNEY, INC.

10 East 49th St., New York 17, N. Y.
Phone: PLaza 9-7950
ABP—ANPA

President.....Dolph Franklin
Media Dir.....Edith Schless
Director of Mdsng.....Bernard W. Maxwell
Radio-TV Time Buyer.....Eleanor Pryde

TV Accounts: Stern Department Stores; Mawson De Many (Furrier), Philadelphia, Pa.; L. Fish Stores (Furniture), Chicago, Ill.; Hecht's Department Stores (Department Stores).

THE FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7433
ABP—ANPA

President.....F. C. Burger
V.P., Treas.....H. S. Rieff
V.P., Secretary.....R. S. Buckbinder
V.P., Art Director.....E. Gambole
V.P.-Radio & TV Dir.....Sydney Rubin

Radio Accounts: Adler Shoes, New York; Milrose Products (RAD Cleaner), New York; Modene Paint Co. (paint products), Chelsea, Mass.; Vim Electric Co. (RCA, Thor, Hallicrafters), New York.

CURT FREIBERGER & CO.

1439 Court Place, Denver 2, Colo.
Phone: ALpine 2048
AAAA—ANPA

President.....C. J. Freiberger
Secretary.....Charles A. Haskell
Treasurer.....Doris Fleischer
TV Director.....Bob Swysgood

Radio Accounts: American Beauty Macaroni Co. (macaroni products), Denver; Brecht Candy Co. (candy), Denver; Central Bank & Trust Co. (banking), Denver; Associated Grocers of Colo. (groceries), Denver; Colorado Potato Flake Co. (potato chips), Denver; Guardian Savings & Loan Ass'n. (savings & loan), Denver; Sears Roebuck & Co. (dept. store), Denver; Sheridan Brewing Co. (beer), Sheridan; Toner's, Inc. (peanut butter), Denver; Vincent Syrup Co. (syrups), Denver.

TV Accounts: Brecht Candy Co. (candy), Denver; Beatrice Foods (dairy products), Denver; Central Bank & Trust Co. (banking), Denver; Zefer Products (salad dressings), Denver; Tivoli Union Co. (beer), Denver; American Beauty Macaroni Co. (macaroni products), Denver; Denver Conv. & Visitors Bureau (travel), Denver; A. Carbone & Company (wines), Denver.

FREITAG ADV. AGENCY

988 Spring St., N.W., Atlanta 5, Ga.
Phone: HEmlock 1345-6
ANPA—APA—NOAB—PPA—AAAN

Owner.....J. V. Freitag
Prod. Mgr. & Art Dir.....H. J. Torgesen
Space Buyer.....M. K. McGowan
Secretary, Radio Dir.....R. W. Wallace

Radio Accounts: Columbia Baking Co., Walton Rice Mill, Inc.

OAKLEIGH R. FRENCH & ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.
Phone: NEwstead 0037
AAAA—ABC—ABP—NOAB—ANPA
PPA—APA—AFA

Partners.....Oakleigh R. French, Mazie G. French
Art Director.....Matthew Falk
Dir. Client Service.....Richard C. Lynch
Media Director.....C. Sewell Pangman

Radio Accounts: Mercantile Trust Company (banking services), St. Louis; Reisch Brewing Company (Gold Top beer), Springfield, Ill.; Jefferson Hotel (hotel service), St. Louis; Medart's Restaurants, St. Louis; H P Coffee Company, St. Louis.

AD FRIED ADVERTISING AGENCY

(See Complete Listing Under "A")

FRIEND REISS McGLONE

221 W. 57 St., New York, N. Y.

Phone: PLaza 7-8030
ABP—ANPA—AFA
Partner & Gen. Mgr.....B. M. Reiss
Partner .....Leo Friend
Partner.....James W. McGlone
Res. & Mkt. Dir.....Henry Brenner
Production Manager.....Julius Brown
Radio-TV Director.....Edward Ratner

Radio Accounts: Moly Motor Products (Liqui-Moly), N. Y. C.; Merkin Paint Co., N. Y. C.; Grayson Robinson (Fashion Catalog), N. Y. C.; Sweet Orr (Workclothes), N. Y. C.; Lafayette Radio, N. Y. C.; Weather Winky (Children's clothing), N. Y. C.

TV Accounts: Merkin Paint Co., N. Y. C.; Levolor Lorentzen (Venetian Blinds), N. Y. C.; Aptitude Shoe Co., N. Y. C.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone: LIberty 2-0183
ANPA—APA—PPA
President.....Karl M. Frost
Vice-President.....Harold E. Bessom
Treasurer.....Harry M. Frost
Asst. Treasurer.....Florence A. Dondero
Sec'y., Radio Dir.....Harvey P. Newcomb
Newspaper Space Buyer....Anna V. Turner
Magazine Space Buyer & Prod. Mgr.
Harold E. Bessom

Radio Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Winslow Chip Company (Potato Chips, Products), Marblehead, Mass.; LePage's Inc. (Glue Products), Gloucester, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Mattapan, Mass.; Campbell-Fairbanks, Inc. (Sportsmen's Shows), Boston, Mass.; Frank Bownes Paint Co. (Modene Paints), Chelsea, Mass.; Jasper Wyman & Sons Co. (Wyman's Blueberries), Millbridge, Me.; Natl. Cranberry Assoc. (Ocean Spray Products), Hanson, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.

TV Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Mattapan, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Met. Boston Nash Dealers (Automobile Service), Boston Mass.; Winslow Chip Co. (Potato Chips, Products), Marblehead, Mass.; LePages, Inc. (Glue Products), Gloucester, Mass.

FULLER & SMITH & ROSS, INC.

1501 Euclid Ave., Cleveland 15, O.
Phone: CHerry 1-6700
AAAA—ABP—ANPA—APA—NOAB—PPA
President.....Allen L. Billingsley
Exec. Vice-Pres.....E. L. Andrew
V.P. & Mgr. (Cleveland Office).W. A. Wright
Secretary-Treasurer.....C. C. Reidenbaugh
Asst. to Pres. (Cleveland).....J. C. Maddox
Media Dept. Mgr. (Clvld.)..W. G. Chalkley
Media Dept. Mgr.
(Chicago).....C. W. Billingsley
Radio, Film, TV Dept. Mgr.
(Cleveland Office)...Richard F. Reynolds

Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5600
Vice-Pres. & Mgr .....R. E. Allen
105 W. Adams St., Chicago 3, Ill.
Phone: ANdover 3-5041
Vice-Pres. & Mgr.....E. J. Lauesen

Radio Accounts: Olney & Carpenter (Food Products), Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co. (Toxaphene) Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Corp. (Gas Heaters), Burkardt Brewing Co. (Beer), Penzoil (Gasoline & Oil), Commercial Solvents Corp. (Anti-Freeze), Owens-Corning Fiberglas (Curtains), Aluminum Co. of America (Various).

TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Burkhardt Brewing Co., Aluminum Cooking Utensils Co., Domestic Sewing Machine Co., Westinghouse Elec. Corp.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-7393
ABP
Pres., Radio Time Buyer....Norman Furman
Vice-President.....Irving J. Gottlieb
Secretary .....Nathan Rothenberg
Art Director.....Edwin R. Swaback
Acct. Execs.....Helen Grobin, Lon Shaw
Space Buyer.....Laura Lustig

Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.; Ganeles-Lenger Wine Corp., New York; National Health Aids, Inc., New York.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone: Garfield 2915
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA
Ch. of Board.....H. S. Gardner
President.....E. G. Marshutz
Sec. & Treas.....J. V. Kirchhoff
V.P., Radio-TV.....Roland Martini
Radio-TV Director.....William Fisher

Branch Office

9 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-2000
Vice-President .....Roland Martini

Radio Accounts: Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; Lion Oil Company, El-

dorado, Ark.; Nebraska Consolidated Mills Company, Omaha, Neb.; Pet Milk Co., Purina Mills, Ralston Purina Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Union Electric Company of Missouri, St. Louis; First National Bank, St. Louis; St. Louis Independent Packing Co.

TV Accounts: Grove Laboratories, Inc., Pet Milk Co., Ralston Purina Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-8388
APA—ANPA—PPA—NOAB

Sec., Space & Radio Time Buyer..G. P. Schill
V.P. & Acct. Exec.....Earl Lines
Art Director.....O'Cal Hanson

Radio Accounts: Tanglefoot Co., Grand Rapids, Mich.; Gibson Refrigerator Co.

GEARE-MARSTON, INC.

228 Locust, Philadelphia 3, Pa.
Phone: LOcust 4-0530
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....Norman W. Geare
V.P.-Media Director.....Frank C. Murphy
Secretary.....William G. Huckel
Treasurer.....Elizabeth A. Heath
Dir. of Service.....Bates Compton
Public Relations Director.....Wm. C. Faust
Radio-TV Dir.....Frank C. Murphy

Branch Office
420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-0880

Vice-President.....Charles S. O'Donnell

Radio Accounts: Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Skinner & Eddy (Icy Point Salmon), Seattle, Wash.; Henry Disston & Son (Chain Saws), Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.

TV Accounts: Western Saving Fund) Society (Savings Bank), Strawbridge & Clothier (Dept. Store).

GERTH-PACIFIC ADV. AGENCY

604 Mission St., San Francisco 4, Calif.
Phone: GArfield 1-1081
AAAA—APA—ABP—ANPA—NOAB

Owner.....E. P. Gerth
Account Executive.....J. W. Clark
Acct. Exec., Media Dir.....G. G. Emmons

Branch Office
2050 High Tower Dr., Hollywood 28, Calif.

Manager .....Orson Hauter

Radio Accounts: David D. Bohannon Orgn., Stringer Driver Moving & Storage Co., Calif. Fruit Products, Ltd.

TV Account: Calif. Fruit Products, Ltd.

THE GETSCHAL CO., INC.

49 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-1332
ABP—ANPA

President .....Budd Getschal
Vice-President .....Len Stein

Radio-TV Accounts: Sealy Mattress Co. (mattresses), N. Y. C.; Lerner Co. (furniture), N. Y. C.; Michaels Brothers (dep't. stores), N. Y. C.; Good Neighbor Stores (appliances), B'klyn.

GEYER ADVERTISING AGENCY, INC.

745 Fifth Ave., New York 22, N. Y.
Phone: PLaza 1-3300
AAAA—ABC—ABP—ANPA—AFA

President.....B. B. Geyer
Vice President.....Alden Kenyon
Exec. V.P. & Gen. Mgr.....Harold Jaeger
Treasurer.....John R. Kunz
V.P. & Copy Director.....Amedee J. Cole
V.P. & Media Director.....George Duram
Vice Pres.....Frank Kearney
Vice Pres.....Donald Gill
V.P. & Art Director.....W. J. Loveman
V.P. & Art Director.....A. A. Surin
V.P. & Dir. Public Rel.....E. F. Thomas
V.P., Dir. of Radio-TV...Norman Blackburn
Director of Radio-TV.....George Kern
Time Buyer.....Elizabeth Powell
Radio-TV Copy Chief.....William Lewis
TV Film Supervisor.....James Manilla
TV Art Director.....Paul Martin
Radio-TV Bus. &
Traffic Super.....Don McGuinn

Branch Offices
14250 Plymouth Rd., Detroit 32, Mich.
Phone: Webster 3-5520

V.P.-Assoc. Mgr.....Walker R. A. Graham
V.P.-Assoc. Mgr.....Ralph Wolfe

931 Third National Bldg., Dayton 2, Ohio
Phone: Fulton 4-145

Vice President & Mgr.....E. G. Frost

1680 North Vine St., Hollywood 28, Calif.
Phone: Granite 6-114

Vice President.....Wright Nodine

Radio Accounts: Nash-Kelvinator Corp. (Nash Cars, Kelvinator Household Appliances), Detroit, Mich.; Zippo (Cigarette lighters, Lighter Fluid); U. S. Industrial Chemical Co., U.S.I. (Super-Pyro Anti-Freeze); American Home Products (Household products), N. Y. C.; Boyle-Midway Inc. (Aerowax, Aeromist, Aeroshave Instant lather, 3-in-one oil, Autobrite, etc. 108 items in all); American Home Foods (Burnett's Instant Puddings), N. Y. C.; Tetley Tea Co., Inc. (Tea), N. Y. C.; The Walcott Co. (Easy-Off oven cleaner), Hartford, Conn.; Weston Biscuit Co. (Cookies), Pasaic, N. J.; Flotill Products, Inc. (Tasti-Diet).

TV Accounts: Nash-Kelvinator Corp. (Nash Cars, Kelvinator Household Appliances), Detroit, Mich.; American Home Products (Household Products), N. Y. C.; Boyle-Midway, Inc. (Aerowax, Aeromist, Aeroshave Instant lather, 3-in-1 oil, Autobrite, etc. 108 items in all); American Home Foods, Inc. (Burnett's Instant Puddings), N. Y. C.; Tetley Tea Co., Inc. (Tea), N. Y. C.; The Walcott Co. (Easy-Off Oven Cleaner), Hartford, Conn.; Kenwill Corp. (Magi Koter Paint Roller), Painesville, O.; Weston Biscuit (Cookies), Passaic, N. J.; Flotill Products, Inc. (Tasti-Diet).

GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.
Phone: 4-2444

ABC—ABP—ANPA—AFA—SNPA—APA

Pres. & Treas.....J. Burr Gibbons
Vice President.....John B. Gibbons
Secretary .....Viola Neese
Radio-TV Dir.....Mercedes (Dee) Freiday

Radio Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings, loans and investments), Tulsa; Hale-Halsell Co. (coffee and canned foods), McAlester; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & recapping, home appliances, anti-freeze & motor oil & batteries), Tulsa, Oklahoma City, Amarillo; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; John Brown University (schools and camps), Siloam Springs, Ark.; Long Beach & Glendora, Calif.; Liberty Glass Co. (milk and beverage bottles), Sapulpa, Okla.; Pedrick Laboratories, Inc. (Vigo Dog Food), Sand Springs, Okla.; H. M. McDaniel Co. (real estate & home building), Tulsa; Southwest Steel Co. (ornamental iron), Sand Springs, Okla.; Prayson Candies Co. (candy), Tulsa; Hope Lumber and Supply Co. (appliances, paint & lumber), Tulsa; Comet Moving & Storage Co. (moving and storage), Tulsa.

TV Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Hope Lumber & Supply Co. (appliances, paint & lumber), Tulsa; Tom P. McDermott, Inc. (tires & appliances, anti-freeze, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings, loans, investments), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.

J. J. GIBBONS LIMITED

200 Bay St., Toronto, Ont., Canada
Phone: Empire 4-2111

AAAA—ABC—CDNA—CWNA—CNN & PA
CAAA

Chairman of Board.....R. A. Stapelis
President.....Mrs. J. J. Gibbons
Managing Dir.....H. M. Tedman
Vice-Pres. & Gen. Mgr.....R. B. Pattinson
V.P. & Secy.-Treas.....E. T. Saunders
Vice-President.....J. G. Russell
Calgary Radio Mgr.....A. Swanson

Branch Offices

924 Dominion Square Bldg., Montreal, Que.
Manager.....R. L. Burdick
272 Scott Block, Winnipeg, Manitoba
V.P. & Manager.....A. B. Johnston

GIBRALTAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 7-7896

President.....Charles J. Basch, III
Vice-President .....Leo Berman
Treasurer .....Clarence Schmidt
Secretary, Radio & TV Dir.....Frances Scott
Radio & TV Time Buyer.....Gloria Lubin

Rad.-TV Accounts: Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y., Caryl Richards, Inc. (Manufacturers of Rocket Wave and Poodle Perm Permanents).

Other accounts: Leelite Incorp. (Mfrs. of aluminum furniture); Kurt A. Baer, Inc. (Mfrs.' Representatives of non-ferrous metals); Alpha Products Co. (Distributors of Automotive equipment oil and chemicals); Diamant Marine Corp. (Distributors of boating supplies); Nan Duskin, Inc. (Women's Specialty Store); Safety Zip-er Corp. (Safety Zippers & Sliders), 350 Fifth Avenue, N. Y. C.; Bona Fide Mills, Inc. (Bonny Maid Linoleum), N. Y. C.

GILLHAM ADVERTISING AGENCY

500 Continental Bank Bldg., Salt Lake City 1, Utah
Phone: 4-5516

ABP—ANPA—APA

President-Treasurer.....M. C. Nelson
Exec. Vice-President.....Lon Richardson
Vice-President.....Robert F. Rohlfing
Vice-President .....Wendell J. Ashton
Secretary .....Marjorie Farrell
V.P., Radio-TV Dir.....Victor V. Bell
Time Buyer.....Esther Cook

Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt Lake City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; Fram Distributors, Intermountain Area; General Electric Supply Corp. (Appliances, etc.), Intermountain Area; Mountain Fuel Supply

Co., Salt Lake City; Ogden First Federal Savings, Ogden, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Porter-Scarpelli Macaroni Co. (Fril-lets, Spaghetti, etc.), Portland, Ore.; Purity Biscuit Company (Town House Crackers, Cookies, Saltine Crackers, etc.), Salt Lake City, Phoenix, Butte; Royal Baking Company (Table Queen Bread, Other Bread Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Salt Lake Hardware Co. (Wholesale Distributors), Salt Lake City; Streator Chevrolet Co., Salt Lake City; Sweet Candy Company (Renown Chocolates, Other Candies), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Finance, Salt Lake City, Provo; Utah Oil Refining Co. (Gasoline, Oil, Atlas Products), Salt Lake City; Utah Power & Light Co. (Electric Service), Intermountain Area; Walker Bank & Trust Co., Salt Lake City.

TV Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; General Electric Supply Corp. (Appliances, etc.), Salt Lake City, Utah; Henager School of Business, Salt Lake City, Utah; Mountain Fuel Supply Co., Salt Lake City, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Purity Biscuit Company (Town House Cookies, Crackers), Salt Lake City, Phoenix; Royal Baking Company (Table Queen Bread, Other Bakery Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Sweet Candy Company (Renown Chocolates, etc.), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Power & Light Co. (Electric Service), Salt Lake City.

BERT S. GITTINS ADVERTISING

739 N. Broadway, Milwaukee 2, Wis.
Phone: BR 6-5948
AAAA—ABC—ABP—ANPA—AFA

Owner.....Bert S. Gittins
Prod. Dir.....Stewart Carlson
Media Dir.....Esther Block
Copy Dir.....Harold Nelson
Ind. Copy Dir.....Franklin J. Beezley
Office Mgr.....Erwin R. Holtz
Radio & TV Executive....Gerald L. Seaman
Radio & TV Executive.....Verne Laustsen

Radio Accounts: Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers' Assn. (Banking Service), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.

TV Accounts: Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers Assn. (Banking Service), Milwaukee, Wis.

GLASSER-GAILEY, INC.

301 S. Harvard Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 4-2141
AAAA—ANPA—PPA

President.....G. F. Glasser
Vice-President.....P. E. Gailey
Secretary-Treasurer....Howard W. Gambrill
Art Director.....J. Gelchel Seaker

Radio Accounts: Ralph Grocery Co., Tropical Preserving Co., L. B. Laboratories, Inc. (Hair Preparations), Los Angeles.

GLEW ADVERTISING AGENCY

211 N. Lafayette Ave., Grand Rapids, Mich.
Phone: 9-4052
ABP—ANPA

President.....Francis K. Glew

Radio Accounts: Miller & Zeilstra Lumber Co., Grand Rapids, Mich.; Rauser's Sausage Co., Grand Rapids, Mich.

GOLDEN ADVERTISING AGENCY

44 Court Street, Brooklyn 2, N. Y.
Phone: MAin 4-1375
ABP—ANPA—AFA

President .....Ben Golden
Account Executives.....William Goldstein, Gus Goldman

Radio Accounts: EDCO Electric Co. (Sylvania & Thor Washers), New York; Carl's Men's Shops (Men's Wear), New York; Nostrand Radio Co. (TV Receivers), Brooklyn.

GOODKIND, JOICE & MORGAN, INC.

919 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-6746
AAAA—ANPA—ABP

President.....Clyde M. Joice
Exec. Vice-President.....Harlow P. Roberts
Treas. & Copy Chief.....Garrick M. Taylor
Secy. & Media Dir...Florence A. Neighbors
Asst. Med. Dir., Prod. Mgr....J. Alden Joice
Vice President.....Henry Nathan
Vice President.....Joseph J. Klein

Radio Accounts: Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Jewel Tea Co., Inc., The Illinois Canning Co., Laboratory Products Co., C. H. Runciman Co., Lowell, Mich.

TV Accounts: Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.; The Illinois Canning Co.; C. H. Runciman Co., Lowell, Mich.; Planters Edible Oil Co., Wilkes-Barre, Pa.

GOTHAM ADVERTISING CO.

2 W. 46th St., New York 36, N. Y.
Phone: LUxemburg 2-2880
ABP—ANPA—ABC

Chairman of Bd.....G. Ellsworth Harris
President.....Duncan D. Sutphen, Jr.
Exec. V.P. & Treas.....Arthur A. Kron
Vice Pres.....Robert F. Kendall
Vice Pres.....Arthur F. Connolly
Secretary.....Chester A. Priest
Dir. Radio & Television...Arthur A. Kron
Spot Time Buyer.....Kathleen K. Barton

Branch Offices

Gotham de Mexico, S. A.
Bolivar 8, Despacho 607, Mexico D.F., Mexico
Director.....Edwin J. Ryan

Coudrey-Gotham Prop. Ltd.
5-7 Barrack St., Sydney, Australia
Director.....C. J. Coudrey

Radio Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; La Regione Siciliana (Sicily Tourism), Turin, Italy; L. A. V. (Venezuelan Airlines), New York, N. Y.

TV Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.
Phone: WAlnut 2-3636
ABC

Partner.....Jerome B. Gray
Partner.....Edmund H. Rogers
Partner.....Robert W. Graham
Partners.....Sherman G. Landers,

Russell K. Carter, Samuel Chew, William B. Edwards, William S. Harvey, Edmond G. Thomas, Atherton Seeley.
Radio-TV Dept. Head...Walter M. Erickson

Radio Accounts: Thomas A. Edison, Inc. (Automobile Batteries), Orange, N. J.; The M. A. Hanna Company (Coal), Philadelphia, Pa.; Harleysville Mutual Casualty Co. (Insurance), Harleysville, Pa.; Keystone Automobile Club (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.

TV Accounts: Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Keystone Automobile Club (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.

GREEN-BRODIE

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-9533
ANPA—PPA

Partners.....Julian P. Brodie, Alan Green
Space & Time Buyer.....Betty Gershon
Art Director.....Cecil Baumgarten
Production Director.....Melford Brodie
Copy Chief.....Mark Isaacs

Radio Accounts: Pieter de Witt, Inc., The Viking Press, The New School, Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

TV Accounts: Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

MONROE GREENTHAL CO., INC.

445 Park Avenue, New York 22, N. Y.
Phone: PLaza 9-8640
ANPA—APA—PPA

Pres., Treas.....Monroe W. Greenthal
Vice-President.....Albert L. Reinitz
Vice-President .....Clark Ramsay
Production Mgr.....Gene Gofsky
Radio & TV Dir.....Samuel G. Gallu
Media Dir., Space Buyer.....Herb Hauser

Branch Office

Universal Studios, Universal City, Calif.
Phone: Stanley 5953
Manager .....Clark Ramsay

GREY ADVERTISING AGENCY, INC.

166 W. 32nd St., New York 1, N. Y.
Phone: CHickering 4-3900
AAAA—ABP—ANPA—APA—NOAB—PPA

President .....Lawrence Valenstein
Executive Vice-Pres.....Arthur C. Fatt
Media & Research Dir....Herbert A. Vitriol
V.P. & Radio-TV Dir.....Wm. A. Chalmers

Radio Accounts: Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Pharmaco Laboratories, Inc. (Admiracion Shampoo); Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.

TV Accounts: Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Good-Humor, Inc. (Ice Cream), N. Y.; De Jur Amsco (Cameras), N. J.; I. P. Kleinert Rubber Co., Inc., New York.

THE GRISWOLD-ESHELMAN CO.

Terminal Tower, Cleveland 13, O.
Phone: TOwer 1-3232
AAAA—ANPA—PPA—APA—ABP
NOAB—ABC—SNPA

President.....Kenneth W. Akers
Vice President.....Charles Farran
Vice President.....S. A. Lewis
Vice President.....E. R. Preble
Secretary-Treas.....John F. Davis
Media Dir.....William A. Weaver
Dir. of Radio & TV.....John R. Schmunk

Branch Office

307 West Broadway, Louisville 2, Ky.
Phone: Amherst 2474

Radio Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; The Warner & Swasey Co. (Machine Tools), Cleveland,

O.; Lincoln Electric Co. (Electric Arc Welding Equipment), Cleveland, O.; The Wellman Engineering Co. (Material Handling Equipment), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Brush Development Co. (Piezoelectric Mat'ls for Recording, Reproducing and Measuring), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.; Society for Savings (Banking Service), Cleveland, O.; Tennessee Products & Chemical Corp. (Chemicals), Nashville, Tenn.

TV Accounts: Consider H. Willett Co. (Furniture), Louisville, Ky.; Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; Morton Packing Co. (Frozen Packaged Foods), Louisville, Ky.; First Nat'l Bank of Louisville, Ky. (Banking Service), Louisville, Ky.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.

JULIAN GROSS ADV. AGENCY

11 Asylum St., Hartford 3, Conn.
Phone: 7-7179
ABP—NAAN

Pres., Treas., Pub. Dir.....Julian Gross
Vice-President .....Beulah Gross
Art Director.....Declan Powers
Sec., Media Dir., Radio Time Buyer .....Libby Dunn

Radio Accounts: (21 Local and Regional.)

ART GRUBER ASSOCIATES, ADVERTISING

3316 S. Girard Ave., Minneapolis 19, Minn.
Phone: REgent 1307; 0373
APA—PPA

Pres., Treas.....Arthur R. Gruber
Secretary.....E. M. Gruber
Art Director.....Donald Layman

Radio Accounts: Midwest Wine Company (Temple Wine), St. Paul, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (DeSoto Plymouth), Willard's Terrace Cafe (Restaurant-Catering), Minneapolis, Minn.

TV Accounts: Jay Kline Chevrolet, Inc. (Automobiles), So. St. Paul, Minn.; Kline Oldsmobile, Inc. (Automobiles), St. Paul, Minn.; Midwest Wine Co. (Temple Wine), St. Paul, Minn.; Newmans (Women's Apparel), St. Paul, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis-St. Paul, Minn.; People's Furniture Co. (Home Furnishings), St. Paul, Minn.; Rusco Window Company (Self-Storing Windows), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (DeSoto-Plymouth), Minneapolis-St. Paul, Minn.

GUILFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.
Phone: PEnnsylvania 6-8518
ANPA

Account Executive.....Frances G. Guilford

JOHN L. HALPIN ADVERTISING

207 State St., Schenectady 5, N. Y.
Phone: 2-0492

Partners..John L. Halpin, Marion G. Halpin
Copy Chief.....A. E. Fowler

Radio Accounts: Airport Rug & Carpet Co., Camden, N. J.; Mineola Rug Co., Mineola, L. I., N. Y.; Schenectady Rug & Carpet Store, Schenectady, N. Y.; Shrewsbury Rug Co., Shrewsbury, Mass.; Mohawk National Bank, Schenectady, N. Y.; Cobleskill Agricultural Society, Cobleskill, N. Y.

TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.; Latham Rug Company, Latham, N. Y.; IUE-CIO, Schenectady, N. Y.

HANLY, HICKS & MONTGOMERY, INC.

500 Fifth Ave., New York 18, N. Y.
Phone: LOngacre 5-5000
AAAA—ABP—ANPA—PPA—APA
NOAB—ABC

Chairman of Board.....C. P. Hanly
President.....H. M. Montgomery
Sec.-Treas. & Media Dir.....H. E. Lehman

Branch Office
Wallace-Ferry-Hanly Co.
400 W. Madison St., Chicago, Ill.
Phone: FRanklin 2-6440

President.....L. T. Wallace

HART-CONWAY CO., INC.

Genesee Val. Tr. Bldg., Rochester 14, N. Y.
Phone: LOcust 3520
ANPA—APA—PPA—ABP

President & Treasurer.....H. Lyman Hart
Exec. Vice-President....Harold E. Kennedy
Vice-President .....Joseph Brown
Secretary.....John P. Street
Account Executives.....E. Ward Phillips, John M. Nixon

Radio Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Blue Bus Lines (Intercity Bus Lines), Batavia, N. Y.; Columbia Bkg. Svg. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Ro-

chester, N. Y.; Sears, Roebuck & Co. (Department Store), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Whiting-Buick, Inc. (Buick Distributor), Rochester, N. Y.

TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; F. Cappellino & Sons, Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Valley View Creameries (Blue Boy Ice Cream), Rochester, N. Y.

GEORGE H. HARTMAN CO.

307 N. Michigan Ave., Chicago 1, Ill.
Phone: STate 2-0055
ABP—ANPA—APA—NOAB—PPA

President.....George H. Hartman
Vice-President .....Rowland Laughlin
Secretary-Treasurer.....Frank R. Hartman
V.P., Radio-TV Dir.....Thomas Kivlan

Radio Accounts: Nelson Bros. (Furniture), P. A. Starck Piano Co. (Pianos), M. J. Lanahan Co. (Automobiles), Chicago Tribune (Newspaper), Hartz Mountain Products (Bird Food), New York, N. Y.; Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dark.; Omaha, Neb.; Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.

TV Accounts: Nelson Bros. (Furniture).

THE F. H. HAYHURST COMPANY LIMITED

38 King St. W., Toronto, Ontario, Canada
Phone: EMpire 4-9263

President.....W. P. Hayhurst
Vice-President.....Geo. F. Hayhurst
V.P.....H. W. E. Pepler
V.P.....D. J. Leonard
Radio-TV Director.....R. D. Amos

Branch Office

Drummond Bldg., Peel St., Montreal, Que.
Phone: HArbour 0131

Manager.....B. J. Leopold

Radio Accounts: Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Templeton's Limited (Raz-Mah & T-R-C's), Toronto, Ont.; Addisons Limited (Radio, Television, Norge Products), Toronto, Ont.; Brading Breweries Ltd. (Beer & Ale), Ottawa, Ont.; Dr. A. W. Chase Co. Limited (Nerve Food, Kidney & Liver Pills), Oakville, Ont.; Best Foods Limited (Nucoa Margarine), Hamilton, Ont.; Canadian Canners Limited (Soups, Baby Food), Hamilton, Ont.; Meccano Limited (Toys), Toronto, Ont.; McFeeters Limited (Golden Bar Honey Butter, Golden Bar Cheese), Toronto, Ont.

TV Accounts: Brading Breweries Limited (Cincinnati Cream), Ottawa, Ont.; British Ceramics & Crystal (Canada) Limited (Fine China), Toronto, Ont.

HENRI, HURST & McDONALD, INC.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: FRanklin 2-9180
AAAA—ABP—ANPA—APA—NOAB—PPA

Chairman of Bd. of Dir.....W. D. McDonald
President.....W. B. Henri
Exec. Vice Pres.....E. F. Hascall
Treasurer.....R. H. Eaton
Media Director.....Charles Pumpian
Radio-TV Director.....John Scott Keck
Radio-TV Time Buyer.....L. R. Hall

Radio Accounts: Thor Corporation, Chicago, Ill.; Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; International Shoe Co. (Peters Branch; Roberts, Johnson & Rand; Vitality Shoe Co.), St. Louis, Mo.; Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Iowa; Milnot Company (Milnot), Litchfield, Ill.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Raytheon Television & Radio Corporation (Mfrs. of Raytheon Television and Radio Receivers), Chicago, Ill.; Skelgas Division of Skelly Oil Co. (Skelgas Bottled Gas), Kansas City, Mo.; Skelly Oil Co. (Motor Oils, Skellysolve, etc., Petroleum Products, Gasoline), Kansas City, Mo.; A. O. Smith Corporation (Line Pipe & Casing, Pressure Vessels, Glass-Lined Tanks, Welding Electrodes and Machines, Smithway Automatic Water Heaters, Pumps, Smithway Volume Flow Water Heaters and Heating Equipment, LPG Systems Electric Motors, International Division), Milwaukee, Wis.

TV Accounts: Thor Corporation, Chicago, Ill.; Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; Chicago, Rock Island & Pacific Railway Co., Inc. (Railroad Transportation), Chicago, Ill.; Cooper's Inc. ("Jockey" Underwear and Cooper's Sportswear and Socks), Kenosha, Wis.; International Shoe Co. (Peters Branch; Roberts, Johnson & Rand Branch, Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room and Bedroom Furniture, Theatre Chairs), Naperville, Ill.; Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Iowa; Milnot Company (Milnot), Litchfield, Ill.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Raytheon

Television & Radio Corp. (Mfrs. of Raytheon Television and Radio Receivers), Chicago, Ill.; Skelly Oil Company (Petroleum Products, Gasoline Motor Oils, Skellysolve, etc.), Kansas City, Mo.

AL HERR ADVERTISING AGENCY

225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 2-8040
AAAA—ABP—ANPA

Pres., Acc't. Exec.....Al Herr
Radio Time Buyer.....John Rock
Radio and TV Dir.....Pat Kocian

Radio Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Milwaukee, Wis.; Kellers, Inc. (Beverage Distributor), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

TV Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

HEWITT, OGLIVY, BENSON & MATHER, INC.

575 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-6100
ANPA—AFA

Chairman of Bd.....Anderson F. Hewitt
President .....David Oglivy
Vice-Presidents.....Olin A. Saunders, Lucille Goold, Garrett A. Lydecker, Robert C. Barker, Rollin C. Smith, David Margaretten
Treasurer.....Shelby H. Page
Dir. of Radio-TV.....Clinton F. Wheeler
Radio-TV Creative Head.....Dean Coords
Radio-TV Time Buyers.....Walter J. Bowe, Martin Kane
TV Art Director.....William Binzen

Radio Accounts: Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.; Lever Brothers Co. (Good Luck Margarine), New York, N. Y.

TV Accounts: Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.

HICKS & GREIST, INC.

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 3-9135
ABP—ANPA—APA—PPA—NOAB

President & Secretary.....H. L. Hicks
V.P. & Treasurer.....E. H. Greist
Space Buyer.....Mrs. E. M. Sheldon
Radio & TV Director.....Peter A. Krug
Art Dept. Mgr.....Howard Stapf

Radio Accounts: Lewyt Corp. (Lewyt Vacuum Cleaner), Brooklyn; Home Decorators, Inc. (State House Sterling), Newark, N. Y.

TV Accounts: Lewyt Corp., Brooklyn; L. Sonneborn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

HIRSHON-GARFIELD, INC.

745 Fifth Ave., New York 22, N. Y.
Phone: MU 8-8900
ABC—ANPA—APA—PPA

President .....Sidney Garfield
Exec. Vice-Pres.....Lewis Nemerson
Vice-President .....Judah Katz
Gen. Mgr.....Julian Braun
Radio & TV Director.....Robert F. Lewine
Business Mgr.....William Sheppard
Production Spvsr.....Eli Guterman
Asst. Prod. Spvsr.....Ronnie Neufeld
Executive Sec.....Thelma Silverman

Branch Offices
Park Square Bldg., Boston, Mass.
Phone: LIberty 2-0485

Executive-in-Charge .....Gabriel Stern

Radio Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.; Miles Shoes (Men's, Women's & Children's Shoes), New York, N. Y.; Mexsana Skin Cream (Plough Drug) (Medicated Skin Cream), Memphis, Tenn.; Prentis Clothes (Men's & Boys' Clothing), New York, N. Y.

TV Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.; BVD (Men's Furnishings), New York, N. Y.; Cameo Hosiery (Burlington Mills) (Ladies' Hosiery), New York, N. Y.; Galey & Lord (Burlington Mills) (Fabrics), New York, N. Y.; Jacques Kreisler Mfg. Corp. (Watchbands), North Bergen, N. J.; Miles Shoes (Men's, Women's & Children's Shoes), New York, N. Y.; Prentis Clothes (Men's & Boys' Clothes), New York, N. Y.; U. S. Time Corp. (Watches), Bridgeport, Conn.

HOAG & PROVANDIE, INC.

136 Federal St., Boston 10, Mass.
Phone: Hancock 6-8580
ABP—ANPA—APA—PPA—AAAA

President.....J. Paul Hoag
Vice-President.....Paul H. Provandie
Vice-President.....Langley C. Keyes
Production Mgr.....Bertha L. Aldrich
Acct. Execs....D. W. Bach, G. W. Craigie, Jr.

W. F. HOLLAND

Holland Bldg., Cincinnati 19, Ohio
Phone: CApital 1252-3-4

Owner.....William F. Holland
Radio-TV Director.....Earl Holland

ROBERT HOLLEY & CO., INC.

511 Fifth Avenue, New York 17, N. Y.
Phone: MUrray Hill 2-8408
ABP—APA

Pres., Treas.....Robert Holley
V.P. & Acct. Exec.....Charles J. Cutajar
Media Director.....N. C. Albin
Art Director.....E. L. Mazon

HOUCK & COMPANY, INC.—ADVERTISING

625 First St., S.W., Roanoke 16, Va.
Phone: 2-3411
ABP—ANPA—APA—PPA—SNPA

President.....C. B. Houck
V.P., Radio-TV Dir.....William B. Houck
Secretary.....Kathryn H. Ferguson
Art Director.....Edwin R. Deady
Copy Chief.....Otto Whittaker, Jr.
Production Manager.....Paul H. Long
Asst. Production Mgr.....W. Leon Mitchell

Branch Office
Houck & Co. of Florida, Inc.
(Separate Corporation)
Alfred I. duPont Bldg., Miami, Fla.
Phone: 82-1391

President .....Karl Bishopric
Time Buyer.....Nona Sonsteby
Radio-TV Director.....Robert Venn
Art Director.....Richard V. Sutton

Radio Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Bishop's Men's Wear (Retail Clothing), Miami & Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Aerovias "Q," S. A. (Air Transportation), Havana, Cuba; Orange Blossom Classic (All-Star Football), Miami, Fla.; Florida National Bank (Financial Services), Miami, Fla.; Miami-Battle Creek (Sanitorium), Miami Springs, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

TV Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; Bishop's Men's Wear (Retail Clothing), Miami and Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Miami, Fla; Natural Health Products (Liquefier), Sarasota, Fla.; Cole's Flowerland (Flowers and Plants), Orange Blossom Classic (All-Star Football), Miami, Fla.

ROBERT HOLLEY & CO., INC.

511 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8408
ABP—APA

Pres. & Treas.....Robert Holley
Vice-Pres.....Charles J. Cutajar
Secy. & Media Dir.....Leo Litwin

HONIG-COOPER COMPANY

333 Montgomery, San Francisco 4, Calif.
Phone: Exbrook 2-7004
AAAA—ABC—ABP—ANPA

President & Treasurer.....S. R. Hutton
Exec. Vice President.....Louis Honig
Vice President.....Heber Smith
Vice President.....Warren E. Kraft
Secretary .....Fred Glauser
Media Dir. & Time Buyer....John W. Davis
Asst. Time Buyer.....Gail Myers

Branch Office
455 Skinner Bldg., Seattle 1, Wash.
Phone: Main 6435

Vice President.....Warren E. Kraft

Radio Accounts: Italian Swiss Colony (Wine), San Francisco, Calif.; Marlo Packing Corp. (Canned Meats), San Francisco, Calif.; Calso Water Co. (Calso Water), San Francisco, Calif.; C and H Sugar Refining Corp. (C and H Cane Sugar), San Francisco, Calif.; Hotel Mark Hopkins (Hotel), San Francisco, Calif.; Colgate-Palmolive-Peet Co. (Peet's Soap), Berkeley, Calif.; Duart Manufacturing Co., Ltd. (Kolor-treet Shampoo), San Francisco, Calif.; National Lead Co. (Dutch Boy Paints), San Francisco, Calif.

TV Accounts: Italian Swiss Colony (Wine), San Francisco, Calif.; Calso Water Co. (Calso Water), San Francisco, Calif.; C and H Sugar Refining Corp. (C and H Cane Sugar), San Francisco, Calif.; Marlo Packing Corp. (Canned Meats), San Francisco, Calif.; Colgate-Palmolive-Peet Co. (Peet's Soap), Berkeley, Calif.; National Lead Company (Dutch Boy Paints), San Francisco, Calif.; Haas Bros. (Trupak Foods), San Francisco, Calif.; A. Giurlani & Bro. (Star Olive Oil), San Francisco, Calif.

HORTON-NOYES COMPANY

1800 Industrial Trust Bldg.,
Providence 3, R. I.
Phone: Dexter 1-3316
AAAA—ABC—ABP—ANPA

Partner.....Frederick C. Noyes
Partner.....C. Darrell Prutzman
Partner.....Carroll H. Rickard
Media Buyer.....Eben S. Church
Asst. Media Buyer....Peter W. Swanson, Jr.
Radio-TV Prod.....Mildred C. Tilley

Radio Accounts: Brownell & Field Co. (Autocrat Coffee), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; The Narragansett Electric Co. (Electrical Equipment), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; The Collins Co. (Axes, Machetes, & other edge tools), Collinsville, Conn.

TV Accounts: Brownell & Field Co. (Autocrat Coffee), Providence, R. I.; General Ice Cream Corp. (R. I.) (Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; The Stanley Works (Hand & Electric Tools), New Britain, Conn.; Westfield Mfg. Co. (Bicycles), Westfield, Mass.

LELAND K. HOWE ASSOCIATES, INC.

150 East 35th St., New York 16, N. Y.
Phone: ORegon 9-4998
Pres., Radio-TV Dir...Joseph R. Horenstein
Research Dir.....Florence Katz

Radio Accounts: Babylon Chamber of Commerce, Babylon, N. Y.; National Electrical Appliance Co. of New York.

CHARLES W. HOYT CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2000
Radio-TV Director.....Wm. Philip Smith

Branch Office

15 Lewis St., Hartford 3, Conn.
Vice-Pres. & Mgr., Hartford Office
Frank A. Whipple

Radio Accounts: Blueberry Cooperative Assn. (Tru-Blu-Berries), New Lisbon, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Mail Pouch Tobacco Co. (Kentucky Club Tobacco), Wheeling, W. Va.; Monticello Drug Co. (666 Cold Tablets), Jacksonville, Fla.; F. Ad. Richter & Co., Inc. (Pain Expeller), Brooklyn, N. Y.; Stanley Home Products (Household Products), Westfield, Mass.; Knox Gelatine.

TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; The Kalart Company (Speed Flash Cameras), Plainville, Conn.; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.: Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; F. Ad. Richter (Pain Expeller), Brooklyn, N. Y.

H. B. HUMPHREY, ALLEY & RICHARDS

1235 Statler Bldg., Boston 16, Mass.
Phone: LIberty 6100
370 Lexington Ave., New York, N. Y.
Phone: LExington 2-3020
Ch. of Board.....H. L. Wittemore
Vice-Pres. & Secy.....H. M. Billerbeck

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
Phone: HAmilton 1160
APA—ANPA—PPA—ABP—NOAB
Director.....Frank A. Hutchins
Director.....F. Irving Hutchins
President.....Frank M. Hutchins
Vice-Presidents.....John P. McCarthy, William F. Lacey, Homer C. Scheck, Raymond P. Weis, Charles S. Wilkinson

Branch Offices

3701 N. Broad St., Philadelphia 40, Pa.
Vice-Presidents.....John R. Maxwell, Max Enelow

16-18 W. 46th St., New York, N. Y.
Vice-Presidents.....H. Pierson Mapes, James K. Martindale

1244 Dufferin, St. Toronto Ont., Canada
Manager.....H. C. Caverhill

Radio Accounts: Philco Corp., Schulers Potato Chip Co., Lincoln Rochester Trust Co., McCurdy & Co., Scrantom's; Beaucaire, Inc., Boller-Clark, Inc., Star Palace Laundry, E. E. Bausch & Son Co., H. B. Graves, Hub Oil Co.

TV Accounts: Philco Corp., Schulers Potato Chip Co., Beaucaire, Inc., Lincoln Rochester Trust Co., Wearbest Clothing Market.

ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-2324
President .....Irving Rocklin
Continuity Director.....M. Lovinger
Account Executives.....Sidney Bernberg, Lou Burrows
Radio Director.....Trina Shuchat
TV Director.....Irving Rocklin
Production .....Betty Zidell

Radio Accounts: Walton Motors (Chrysler-Plymouth dealer); Union Life Insurance Co. (Insurance); Linoleum City (Floor coverings); Chicago Furniture Mart (Furniture); Bailey's, Inc. (Clothing); Famous Appliances (Appliances); Balaban Floor Covering (Floor coverings); Lake TV Sales (Television sets); Studebaker on Devon.

TV Accounts: Balaban Floor Covering (Floor covering); Walton Motors (Chrysler-Plymouth dealer); Bailey's, Inc. (Clothiers); United Slip Cover (Slip covers & draperies); Cole-Finder, Inc. (Mercury dealer); Linoleum City (Floor coverings); Modern Merchandisers (Cleaners); Roxy Rug & Linoleum Co. (Floor coverings); Picturesque Foods (Foods).

JACKSON & COMPANY

62 Worth St., New York 13, N. Y.
Phone: WOrth 4-7005
ABC—ABP—ANPA
Managing Partner.....Paul E. Jackson
General Manager.....John Yeargain
Production Manager.....Gerald Duggan
Radio & TV Director.....Joan A. Coyne

Radio Accounts: Pequot Mills (Sheets & Pillowcases), Salem, Mass.; J. W. Valentine Co., Inc. (Institutional), New York, N. Y.; Heyward Hosiery, Ipswich, Mass.

JESSOP ADVERTISING CO., INC.

1st National Tower Bldg., Akron 8, Ohio
Phone: FRanklin 2169

President & Treas.....M. K. Jessop
Vice-President.....Charles A. Jessop
Radio Director.....R. Gilbert
Secretary.....R. D. Moss
Radio Time Buyer.....R. J. Cobak

DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.
Phone: PLaza 3-4848
ABC—ABP—ANPA—AFA

Chairman of Bd. & Pres.....Duane Jones
Vice-Pres. & Treas.....Lawrence J. Leaman
Acct. Exec. & Asst. Secy.....John Quick
Art Director.....Thomas McManus
Production Mgr.....Gerald DaCosta

Radio Accounts: National Re-Clean Corp. (Home Cleaner), Brooklyn, N. Y.; Vitamin Corp. of America (Rybutol, Jevanal, Vyons), Newark, N. J.

TV Accounts: National Selected Products, Inc. (7-Minit Pie Crust, Corn Muffin Mix, Lemon Pie, Coconut Pie, Chocolate Pie, Pumpkin Pie, etc., 6-0'Clock Vanilla Cream Pudding, Chocolate Tapioca Pudding), New York; Vitamin Corp. of America, Newark, N. J.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
Phone: GArfield 2300
AAAA—ABC—ABP—ANPA—AFA

Pres. & Treas.....C. M. Robertson, Jr.
V.P. & Gen. Mgr.....Stanley A. Willer
Vice-President.....James M. Nelson
Secretary.....Elmer A. Vehr
Space Buyer.....Richard K. Jones
TV Director.....Kathryn M. Hardig
Radio Director.....C. M. Robertson, Jr.
Radio & TV Time Buyer.....Ann Smith

Branch Office
580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-4600

Manager.....W. A. Powers
Vice-President .....Theodore Fremd

Radio Accounts: Bavarian Brewing Co., The Kroger Company, Miami Margarine Company, Martin Rosenberger Wallpaper Co., Cincinnati, O.; Ten-B-Low Company, Columbus, O.; Heekin Incorporated, The Drackett Company (Charge Division), Cincinnati, O.

TV Accounts: Bavarian Brewing Co., The Kroger Company, Miami Margarine Company, Martin Rosenberger Wallpaper Co., Cincinnati, O.; Ten-B-Low Company, Columbus, O.; The Drackett Company (Charge Division), Cincinnati, O.

KAL, EHRLICH & MERRICK, INC.

314 Evening Star Bldg., Washington 4, D. C.
Phone: EXecutive 3-3700
ANPA

President.....Norman C. Kal
1st Vice-Pres.....Harry L. Merrick
Secretary.....Bernard R. Linkins
V.P. in Chge. of Radio-TV..Alvin Q. Ehrlich
Radio-TV Dir.....David P. Thomas
Time Buyer.....Nella Manes
Account Executives.....Joseph Weinstein, Alexander Charles, Wm. B. Mullett, Forest Entwisle, Philip Berne, Wm. Roberts.

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: CEntral 6-5331
ABC—NOAB—ANPA—PPA—APA

President.....A. G. Kastor
V.P. & Gen. Mgr.....Marvin Harms
Vice-President .....Herman Kastor
V.P. & Copy Chief.....Ashley Belbin
Radio-TV Director.....James H. West

Radio Accounts: Procter & Gamble Co. (American Family Flakes), International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Pennant Syrup).

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

274 Madison Ave., New York 16, N. Y.
Phone: ORegon 9-4440
ABP—ANPA—APA—NOAB—PPA

President.....H. Kastor Kahn
Exec. Vice-Pres.....W. S. Chesley, Jr.
V.P. & Copy Director.....C. E. J. Clifford
V.P. & Media Director.....J. B. Peters
Radio & TV Dir.....Harry Walsh

Radio Accounts: Hickok Mfg. Co., Rochester, N. Y.; Schnefel Bros., Newark, N. J.; Pierce's Proprietaries, New York.

TV Account: Hickok Mfg. Co., Rochester, N. Y.

THE JOSEPH KATZ COMPANY

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1223
AAAA—ANPA—PPA—ABP—APA—NOAB

President .....Joseph Katz
V.P. & Mgr.....Nat C. Wildman

Branch Office
10 W. Chase St., Baltimore 1, Md.
Phone: Lexington 1500

Vice Pres.....Robert G. Swan
Vice Pres.....J. T. McHugh

Radio Accounts: American Oil Co., Globe Brewing Co., Madera Bonded Wine & Liquor Co., Maryland Pharmaceutical Co., Pompeian Co., Inc., Cellowax Company (Cellowax & Bluko), Baltimore, Md.; Block Drug Company (Minipoo Dry Shampoo, Alkaids), Jersey City, N. J.

TV Accounts: American Oil Co., Globe Brewing Co., Maryland Pharmaceutical Co., Baltimore Contractors, Inc., Baltimore, Md.; Madera Bonded Wine & Liquor Co., Baltimore, Md.; Maryland Drydock Company,

Baltimore, Md.; Pompeian Olive Oil Co., Baltimore, Md.; Block Drug Company (Minipoo Dry Shampoo, Alkaids), Jersey City, N. J.

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
Phone: District 7-7400
ABP—ANPA—AFA

Senior Partner.....Henry J. Kaufman
Partners.....Jeffrey A. Abel, Wm. F. Sigmund
Account Executives.....J. A. Abel, A. H. Edelson, A. A. Sarra, K. White Sonner
Production Manager...Betty Darling Gwyer
Art Director.....E. T. Hoover
Radio-TV Creative Dir....Robert S. Maurer

Radio Accounts: Capital Garage (Chrysler-Plymouth dealer); Group Health Association (medical & hospital plan); S. Kann Sons Company (department store); King's Credit Dept. Store (department store); Lacy's, Inc. (radio-TV & electric appliances); Liberal Credit Clothing Co., Inc.; Manhattan Auto & Radio Co. (retail auto accessories); Md. & Va. Milk Producers Ass'n.; Northeast Motor Company (Ford sales & service); Old Dominion Bank; Peake Motor Company (DeSoto-Plymouth dealer); Pensi-Cola Bottling Co. of Wash.; Potomac Electric Power Co.; Saks (furs); Simon Distributing Corp. (elec. appliances); State Loan & Finance Corp.; Tom's Auto Service, Inc. (Chrysler-Plymouth dealer); Trew Motor Company (Dodge-Plymouth dealer); Willys Overland Distributors.

TV Accounts: C.I.O.; First Federal Savings & Loan Assn.; Fort Lincoln Cemetery; Lacy's, Inc.; Pepsi-Cola Bottling Co. of Wash.; Simon Distributing Corporation; Trew Motor Company.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.,
Indianapolis 4, Ind.
Phone: PL 1476
AAAA—ABP—ANPA—ABC

Pres. & Treas.....Hal R. Keeling
Exec. V.P. & Secy.....Wm. M. Hutchison
Vice-Presidents.....Ralph B. Roberts, Lowell H. Stormont, Lawrence T. Sogard, Victor G. Varmo
Radio-TV Dept.
Time Buyer.....M. C. Dill

Radio Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Co., Indianapolis, Ind.; Marion County Milk Assn.

TV Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Assn., Indianapolis, Ind.

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio
Phone: Parkway 1310

President.....P. R. Hume
Exec. V.P.-Treas.....J. T. Nolan, Jr.
Secretary.....H. J. Darby
Radio-TV Director.....A. A. Radkey

THE KEILSON CO.

117 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1797

Partners...M. Keilson, J. Keilson, I. Keilson
Art Director.....Janet Sternberg
Program Director.....Phyllis Pion

Branch Office
120 N.E. 6th Street, Miami 18, Fla.
Phone: 2-1141

Partner .....M. Keilson

Radio and TV Accounts: Julius Grossman Shoes, Inc. (Shoes), New York, N. Y.; Kirsch's Beverages (Soft Drinks), Brooklyn, N. Y.; I. Rokeach & Sons, Inc. (Foods and Cleansers), Farmingdale, N. J.; Horowitz-Margareten (Baked Goods), Long Island City, N. Y.; Breakstone Bros. (Cheese Products), Miami, Fla.

KELLY, ZAHRNDT & KELLY, INC.

2343 Hampton Ave., St. Louis 10, Mo.
Phone: HI 2684
PPA—APA—SNPA—ANPA

President.....Virgil A. Kelly
Vice-Pres. & Space Buyer....W. W. Zahrndt
Secretary.....E. M. Kelly
Acc't. Execs.....Robert Kelly, Ray Kelly, Wm. Thomson

Radio Accounts: Visit St. Louis Committee, St. Louis; Joseph A. Mrazek Moving & Storage, St. Louis; Board of Education, St. Louis; Newberry Radio Company, St. Louis.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700
AAAA

Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm.....Dwight Mills
President.....William B. Lewis
Sr. Vice-President.....Edwin Cox
Sect.-Treas. & Gen. Mgr.....David C. Stewart
Vice Presidents.....George N. Beecher, G. T. C. Fry, William Green, Grayson F. Lathrop, George MacGregor, Donald J. Maggini, E. W. Newson, John H. Owen, Malcolm F. Smith, Joseph G. Standart, Jr., Glenn Wiggins
Departments
Art Director.....Gerald Link
V.P., Copy Dir.....Thomas K. Carpenter
V.P., Copy Sprvsors.....Garth Montgomery, Leslie Munro, Howard M. Wilson

V.P., Media Dir.....Joseph P. Braun
V.P., Prom. Dir.....Hal Davis
V.P., Dir. of Radio-TV..Wickliffe W. Crider
V.P., Dir. of Research.....G. Maxwell Ule
Talent Buyer.....Sylvan Taplinger
Publicity Director.....Herb Landon
Time Buyer Director.....Philip C. Kenney
Time Buyers....Mary Dwyer, Lucy Kerwin, Thomas Viscardi

Branch Offices

345 Griswold St., Detroit
Vice Pres.....Don C. Miller

Equitable Bldg., Hollywood, Cal.
Vice Pres.....Robert D. Wolfe

620 Market St., San Francisco
Vice Pres.....Sydney G. Walton

304 Bay St., Toronto, Ont.
Vice Pres.....William J. Frost

Radio Accounts: American Maize-Products Company (Prepared Desserts, Starches, Syrups), New York; Beech-Nut Packing Co. (Chewing Gum, Coffee, Baby Foods), Canajoharie, N. Y.; Ford Motor Co. (Institutional), Dearborn, Mich.; General Electric Co. (Air Conditioning), Bloomfield, N. J.; Hudnut Sales Co., Inc. (Beauty Preparations), New York; Lincoln-Mercury Division of Ford Motor Co. (Lincoln & Mercury Cars), Detroit, Mich.; Lincoln-Mercury Dealer Associations; National Brewing Co. (National Premium & National Bohemian Beers), Baltimore, Md.; The Mennen Co. (Men's Toiletries), Newark, N. J.; Pepperidge Farm, Inc. (Bakery Products), Norwalk, Conn.; Wesson Oil & Snowdrift Sales Co., New Orleans, La.

TV Accounts: Same as above with the exception of Beech-Nut (no television).

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.
Phone: COurt 1-5100
AAAA—ABP—ANPA

President .....George Ketcham
Exec. V.P.....Robert E. Grove
Radio & TV Dir.....Lansing B. Lindquist
Asst. Radio & TV Dir...Edgar J. Donaldson
Asst. Radio & TV Dir.....John D. Held
Radio & TV Timebuyer.....James B. Tafel

Branch Offices

Rm. 309, Brisbane Bldg., Buffalo 3, N. Y.
Field Rep.....David Fernow

State Street Bldg., Harrisburg, Pa.
Field Rep.....George K. Keet

1627 K Street, N.W., Washington, D. C.
Field Rep.....W. J. McIlhenny

1601 Central Nat'l Bank Bldg., Richmond 19, Va.
Field Rep.....Robert Milford

Radio Accounts: Braun Baking Company; Chevrolet Zone Dealers; Colonial Trust Co., Pittsburgh; Dairymen's Cooperative Sales Association, Pittsburgh; Hamburg Brothers; Hospital Service Association, Pittsburgh; Jones & Laughlin Steel Corp.; People's First National Bank, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Rieck-McJunkin Dairy Co.; Thorofare Markets, Inc., Pittsburgh; Westinghouse Electric Corp.

TV Accounts: Braun Baking Company, Pittsburgh; Calgon; Chevrolet Zone Dealers; Colonial Trust Co., Pittsburgh; East Ohio Gas Co., Cleveland, Ohio; Federal Enameling & Stamping Co.; Hamburg Brothers, Inc., Pittsburgh; Jones & Laughlin Steel Corp., Pittsburgh; National Electric Products Corp.; National Radiator; Natural Gas Companies, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Reymer & Brothers, Inc., Pittsburgh; Rieck-McJunkin Dairy Co., Pittsburgh; Ruud Mfg. Co.; Thorofare Markets, Inc., Pittsburgh; Westinghouse Electric Corp.

KIESEWETTER ASSOCIATES, INC.

9 E. 40th St., New York 16, N. Y.
Phone: LExington 2-0025
ABP—ANPA—APA—PPA

President.....H. M. Kiesewetter
Vice-President .....R. Wetterau
Radio-TV Exec.....Horace Hagedorn
Radio-TV Exec.....Samm S. Baker
Radio-TV Time Buyer.....E. Thompson
Radio-TV Copy.....Arthur Davidson
Pub. Relations.....Gloria Brown
Radio-TV Art Dir.....Frederick Russell

Radio Accounts: Bathasweet Corp. (Bathasweet Bath Products), Standard Laboratories (Sloan's Liniment and Balm), Norwich Pharmacal Co. (NP-27 for Athlete's Foot), Norwich, N. Y.; Royal Lace Paper Works, Inc. (Roylace Paper Products); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); Stern's Nurseries (Nursery Products), Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Products).

TV Accounts: Abraham & Straus (Dept. Store); Standard Laboratories (Sloan's Liniment and Balm); Royal Lace Paper Works, Inc. (Roylace Paper Products); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); D. P. Harris Co. (Rollfast Bicycles); Stern's Nurseries (Nursery Products), Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Toiletries).

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 3-9600
AAAA—ABC—ABP—APA—ANPA
NOAB—PPA—AFA

Chairman .....Abbott Kimball
President.....W. C. Matthews
Comptroller .....Monica Riley
Dir. of Radio-TV.....Arthur M. Ehrlich

Assoc. Dir. Radio-TV,
Time Buyer.....Miriam Traeger

Branch Offices

520 N. Michigan Ave., Chicago 11, Ill.
Van Ness at Wilshire, Los Angeles, Calif.
Phone: SUperior 7-5929

Chairman .....Abbott Kimball
155 Sansome St., San Francisco, Calif.
Phone: EXbrook 2-6275

President .....Alfred Ducato
Kimball Bldg., Los Angeles, Calif.
Phone: DUnkirk 7-7305

President .....Stewart Widdess

Radio Account: Union Pharmaceutical Co. (Saraka), Bloomfield, N. J.

TV Accounts: Hathaway Mfg. Co. (Hathaway Fabrics), New Bedford, Mass.; Artra Cosmetics, Inc. (Imra), Montclair, N. J.

LEW KING ADVERTISING

1315 N. Central, Phoenix, Arizona
Phone: 4-5548
ABP—ANPA—AFA

Owner .....Lew King
Sec.-Treas. .....Elinore Klein
Media Dir.....David Jones
Radio & TV Dir.....Jack Beveridge
Talent Buyer.....William Collins

Branch Office

233 E. Congress St., Tucson, Arizona
Branch Mgr.....Orland Fiandaca

Radio Accounts: First Federal Savings (Savings & Loan Assn.), Phoenix-Yuma, Ariz.; Western Village (Resort Motel), Phoenix, Ariz.; Junior Rangers of America (Thrift Promotion), Phoenix, Ariz.

TV Account: First Federal Savings (Savings & Loan), Phoenix-Yuma, Ariz.

KIRCHER, HELTON & COLLETT, INC.

19th Floor, Hulman Bldg., Dayton 2, O.
Phone: FUlton 5161
AAAA—APB—ANPA

President.....Ralf C. Kircher
Vice-Presidents.....James M. Hadley, R. M. Collett, Watson B. Metcalfe
Treasurer & Gen. Mgr.....Carter B. Helton
Art Director.....Floyd Johnson
Production Manager.....Hap Moon
Secretary.....R. L. Mills
Account Executives.....Ralf Kircher, James M. Hadley, R. M. Collett, Watson B. Metcalfe, Norman Van Zant, C. B. Helton
Radio & TV Dir.....C. B. Helton

Radio Accounts: Gem City Bldg. & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Chain Store), Dayton, O.; Zephyr Ventilated Awning Co. (Awnings), Dayton, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; Soft Water Industries (Institutional—Soft Water), Dayton, O.; St. Mary's Packing Co. (Food Packers), Sidney, O.

TV Accounts: Dayton Council on World Affairs (Public Service by Station WHIO-TV), Dayton, O.; Station WHIO-TV (Public Service), Dayton, O.; Stuart Fox Company (Food Brokers), Dayton, O.; Gem City Building & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Stores), Dayton, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; St. Mary's Packing Co. (Food Packers), Sidney, O.

KIRKLAND-WHITE & SCHELL

101 Marietta St., Atlanta 3, Ga.
Phone: LAmar 3682
APA—SNPA—ABP

Partners.....J. A. Kirkland, Frank A. White, James B. Schell
Acct. Executive.....Fred A. George, Jr.

KNOLLIN ADV. AGENCY

391 Sutter St., San Francisco 8, Calif.
Phone: SUtter 1-6110
AAAA—APA—ABP

President.....James C. Knollin
Asst. Gen. Mgr.....Robert H. Knollin
Art Director.....Sigurd Mortenson
Space Buyer.....Bernice Rosenthal
Acct. Execs...Richard L. Tevis, Dallas Coors

KOEHL, LANDIS & LANDAN, INC.

588 5th Ave., New York 19, N. Y.
Phone: JUdson 2-1370
ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Albert E. Koehl
Vice-Pres. & Sec.....A. A. Landis
Space Buyer.....A. Lasity

Branch Office

National City Bank Bld., Cleveland 14, O.
Vice-Pres.-in-Chg .....Russell Rowan

KUDNER AGENCY, INC.

575 Madison Ave., New York, N. Y.
Phone: MU 8-6700

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Vice-Presidents.....Sam D. Fuson, Myron P. Kirk, Schuyler Kudner, E. J. Owens, Norman Nash, Shafto Dene, C. M. Rohrabaugh, J. J. Cochran
Exec. Dir. TV & Radio.....Myron P. Kirk
Asst. Dir. TV & Radio.....Frank Harting
Business Manager.....Al Reibling
Time Buyer.....John Marsich
Casting .....Mickey Alpert
Directors.....John C. Wilson, A. A. Coughlin, Frank Burns, Hugh Brown, J. P. Ellis, Hank Ladd, Mann Holiner

Branch Offices

New Center Bldg., Detroit, Mich.
Phone: Trinity 5-5315
Executive in Charge.....Martin Rice
681 Market St., San Francisco 5, Calif.
Phone: GArfield 1-5433

Executive in Charge.....J. H. Hornell
Radio Accounts: General Motors Corp., Detroit, Mich.; Sonotone Corp., N. Y. C.; The Goodyear Tire & Rubber Co., Inc., Akron, Ohio; United States Tobacco Co., N. Y. C.; The Texas Co., N. Y. C.
TV Accounts: The Texas Co.; United States Tobacco Co.; General Motors Corp.; Buick, Flint, Mich.; Schick, Inc., Stamford, Conn.; The Goodyear Tire & Rubber Co., Inc.

KUFF & FELDSTEIN

5 West Preston, Baltimore 1, Md.
Phone: VErnon 3654-5-6
President.....I. Harold Kuff
Vice-President.....Harry Feldstein
Art Director.....Stan Mossman
Media Director.....Patricia Coan

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-7940
AAAA—ANPA
TV Director.....S. S. Korshak
TV Time Buyer.....Stanley C. Kuttner
Acct. Execs.....Harold E. Kuttner, Chester D. Kuttner, Milton J. Klee
Branch Office
New York, N. Y.
130 W. 57th St., New York, N. Y.
Phone: JUdson 6-2358
Radio Accounts: Douglas Lumber Co., Chicago; Sampson Company (Major appliances), Chicago; Holleb & Company (wholesale groceries), Chicago; Capitol Dairy, Chicago; Franks Dept. Store, Chicago; Shainberg Dept. Store, Memphis, Tenn.
TV Accounts: Community Theater (home builders), Chicago; Regular Fellas (dept. stores), Chicago; Theatre At Night, Chicago; Breakfast Party, Chicago; Labor For Stevenson, Chicago; Finders Mfg. Company, Chicago.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571
ABP—ANPA—APA—PPA—SNPA
President .....Avron Spiro
Secy-Treas.....M. M. Shurman
Radio Time Buyer.....Mrs. L. Simmons
Production Manager.....Mrs. M. Parker
Publicity Director.....Al R. Capley
Acct. Executives.....David Davidson, Jane Erdman, Mrs. L. Cunningham
Radio Accounts: Plough Sales Corp., U. S. Bedding Co., Childs' Razor Blade Co., Jonesboro, Ark.; Liberty Petroleum Co., Mt. Vernon, Ill.

LAMB & KEEN, INC.

1616 Walnut St., Philadelphia, Pa.
AAAA
Pres. & Treas.....James G. Lamb, Sr.
Exec. V.P. & TV Dir...Kennard G. Keen, Jr.
V.P. & Copy Chief...John O. Ellington, Jr.
V.P., Media Director.....Roy T. Lochten
Dir. of Agency Services.....Roy T. Lochten
V.P., Production Mgr.....Walter Mazurek
Acct. Executives.....James G. Lamb, Sr., K. G. Keen, Jr., E. D. Garth, John O. Ellington, Jr., Roy T. Lochten, H. H. DuBois

LAMBERT & FEASLEY, INC.

60 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8980
ANPA—APA—PPA
President.....E. T. T. Williams
Executive V.P.....Gordon K. Seagrove
Sr. V.P.....Frank W. Mace
Radio Director.....Ray H. Kremer
Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.

LANDSHEFT & BARBER, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone: MO 9500
ABP—NOAB—APA—PPA—ANPA
President.....Henry L. Barber
Vice President.....E. T. Drullard
Secretary-Treas.....Vera H. Landsheft
Art Director.....Harold F. Feltz
Acct. Executives.....Henry L. Barber, E. T. Drullard
Radio Accounts: Kendall Refining Company (Gasoline and Oil), Bradford, Pa.; Liberty Bank of Buffalo (Banking), Buffalo, N. Y.
TV Account: Liberty Bank of Buffalo (Banking), Buffalo, N. Y.

PHILIP J. LANE ADVERTISING

299 Madison Avenue, N. Y.
Phone: MUrray Hill 7-5418
Owner.....Philip J. Lane
Media Dir.....M. Doney
Television Accounts: Diane Beauty Salon, Ansonia DeLuxe Shops Inc. (Retail Shoe Chain).

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.
Phone: MA 1-6579
AAAA—ABP—ANPA—APA—NOAB—PPA
President.....H. Jack Lang
V.-P.-Treasurer.....Fred P. Stashower
Director Radio-TV.....Alvin B. Fisher
Radio-TV Mgr.....Robert F. Gibbons
Prod. Mgr. Radio-TV.....John Cremer
Ass't Time Buyer.....Garry C. McKelvey
Radio Accounts: Brewing Corp. of America (Carling's Black Label Beer), Cleveland; The Burrows Brothers Co., Inc. (office supplies), Cleveland; Cleveland Baseball Co. (Cleve. Indians baseball team), Cleveland; Cleveland Transit System, Cleveland; Gen-

eral Electric Co., Cleveland; Grand Industries, Inc. (Grand ranges), Cleveland; High Level Motors, Inc. (Chrysler-Plymouth Dealers), Cleveland; Miller-Becker Co. (Cotton Club beverages), Cleveland; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland; Sears, Roebuck & Co., Cleveland; World Publishing Co., Cleveland; Yellow Cab Co., Cleveland.

TV Accounts: Brewing Corp. of America (Carling's Black Label Beer), Cleveland; General Electric Supply Co., Cleveland; Grand Industries, Inc. (Grand ranges), Cleveland; The Kaynee Co. (boys' wear), Cleveland; Miller-Becker Co. (Cotton Club beverages), Cleveland; Ohio Mattress Co. (Sealy mattress), Cleveland; Chas. P. Raney & Associates (Hawkinson tread), Akron; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland.

LANGHAMMER AND ASSOCIATES

225 Park Ave., Omaha 2, Neb.
Phone: Jackson 6190
ABP—APA

President.....Joe H. Langhammer

Radio Accounts: Mid-America Appliance Corp. (Distributors — Servel, Universal Ranges, Apex), Omaha, Neb.; Inland Manufacturing Company (Radiator Repair Equipment), Omaha, Neb.

TV Account: Blue Star Foods, Inc. (canned, frozen chicken), Council Bluffs, Iowa.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-0738
APA—ANPA—PPA

President.....A. M. Salomon
Account Executives.....Wendell Walker, M. H. Sellhorn
Production Manager.....D. L. Cuttie

Radio Account: Foley & Co., Imperial Credit Co.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: RIttenhouse 6-1500
ANPA—APA—NOAB—PPA

President.....Al Paul Lefton
Vice-Pres. & Treas.....H. S. Louchheim
Vice-Presidents .....P. Brown, A. Parker, J. Jensen, H. Genske
Space Buyer.....E. V. Righter
TV & Radio Director.....A. R. Griffin

Branch Offices

521 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-4340

President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts

435 N. Michigan Ave., Chicago, Ill.
Phone: SUperior 7-9511

Vice-Pres. & Mgr.....E. G. Foreman, Jr.

Radio Accounts: Phila. Electric Co. (Light & Power), Borden's Ice Cream, Crawford Clothes, Inc., Metropolitan Jockey Club (Jamaica Race Track), Empire Racing Assn. (Racing), A. Goodman & Sons (Goodman's Noodles), Hotel Bar Butter, Hilbros Watch Co., C. Schmidt & Sons (Beer and Ale).

TV Accounts: Pal Blade Company, Inc. (Razor Blades), New York, N. Y.; Sylvan Seal Milk Co. (Milk), Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Son (Goodman's Noodles), Hotel Bar Butter, New York, N. Y.; Schmidt's Beer & Ale, Philadelphia, Pa.

LENNEN & NEWELL, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-5400
ANPA—APA—PPA—AAAA—NOAB
ABC—ABP

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Exec. V.P. & Gen. Mgr.....Adolph J. Toigo
Sr. V.P., Exec. Creative Dir...Walter O'Mara
Sr. V.P.....Thomas C. Butcher
Sr. V.P.....John Monsarrat
V.P. & Treas.....John D. Spiers
Jr. Vice President.....Walter M. Swertfager
V.P. in Chg. Production..Michael J. Madar
Art Director.....Hans Sauer
V.P. in Chg. of Radio & Television.....Nicholas E. Keesely
V.P.—Radio & Television Copy Chief.....Peter V. Keveson
V.P. in Chg. of Merchandising & Research.....Todd B. Franklin
V.P. in Chg. of Media....Anthony de Pierro
V.P. & Asst. Exec. Creative Dir. .....Maitland Jones
Vice Presidents.....Thomas P. Doughten, Daniel M. Daley, Jr., Jackson Taylor, Stephen M. Kenyon
Mgr.—Radio-TV Depts.....Frank A. Daniel
Art Dir. TV.....Clark M. Agnew
Producers.....Charles T. Harrell, George G. Tompkins, Herbert K. Horton, George J. Zachary
Time Buyer Radio-TV....William D. Smith
Traffic Mgr. Radio-TV.....George E. Caron

Branch Office

308 N. Rodeo Dr., Beverly Hills, Calif.
Phone: Crestview 1-7221

Radio-TV Dir.....Benjamin R. Potts

Radio Accounts: Colgate-Palmolive-Peet Company (Lustre-Creme Products, Shampoo & Hairdressing, Lustre Color Home Hair Coloring), Jersey City, N. J.; Lehn & Fink Products Corporation (Lysol Disinfectant), New York, N. Y.; Lorillard, P., Co., Inc. (Old Gold Cigarettes, Briggs Pipe Mixture, Muriel Cigars), New York, N. Y.; Tide Water Associated Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. & Tulsa, Okla.; Weekly Publications, Inc.; Joseph Schlitz Brewing Co.; Emerson Drugs.

TV Accounts: Colgate-Palmolive-Peet Company (Lustre-Creme Products—Shampoo & Hairdressing), Jersey City, N. J.; Lehn & Fink Products Corporation (Lysol Disinfectant), New York, N. Y.; Lorillard, P., Co., Inc. (Old Gold Cigarettes, Briggs Pipe Mixture, Muriel Cigars, Headline Cigars,) New York, N. Y.; Tide Water Associated Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. & Tulsa, Okla.; Weekly Publications, Inc.; Joseph Schlitz Brewing Co.; Emerson Drug Co.

AUSTIN C. LESCARBOURA & STAFF

The Adshop, Croton-on-Hudson, N. Y.
Phone: CRoton 3444

Senior Partner.....Austin C. Lescarboura
Junior Partner.....Stanley A. Lescarboura
Production .....Winifred Phillips
Secretary .....Miriam Lescarboura

Radio Accounts: Aerovox Corporation (Capacitors), New Bedford, Mass.; Clarostat Mfg. Co., Inc. (Controls and Resistors), Dover, N. H.; Allen B. Du Mont Labs. (Cathode-ray Tubes), Allen B. Du Mont Labs. (Television Transmitters), Allen B. Du Mont Labs. (Cathode-ray Instruments), Clifton, N. J.; Allen B. Du Mont Labs. (TV components), East Paterson, N. J.; Henry L. Crowley & Co. (Powdered Iron Cores and Steatite Parts), West Orange, N. J.; Industrial Instruments (Electrical Test Instruments), Jersey City, N. J.; Industrial Devices, Inc. (Electrical Test Instruments), Edgewater, N. J.; Hudson Wire Company (Magnet and Bare Wires), Ossining, N. Y.

TED LEVY ADVERTISING AGENCY

811 Cooper Bldg., Denver 2, Colo.
Phone: Main 7133
ABP—ANPA

President, Time Buyer.....Ted Levy
Radio Dept. Dir.....Barbara Aiton
Production Mgr.....William Archenhold

Radio Accounts: Ellis Canning Co. (Chili), Denver, Colo.; Sealy Mattress Co., Denver; Colorado Mattress Co., Denver, Colo.; Lee Jewelers, Denver.

LEWIN, WILLIAMS & SAYLOR INCORPORATED

40 East 49th St., New York 17, N. Y.
Phone: MUrray Hill 8-6200

President.....A. W. Lewin
Exec. V.-P. Pres.
and Treasurer.....Sidney Matthew Weiss
Vice Pres. & Sec'y.....Max Green
Vice President.....Walter T. Pollock
V.P., Art. Dir.....Donald Waterbury, Leslie M. Kay
Radio-TV Dir.....Robert Brenner

Branch Office
11 Commerce St., Newark 2, N. J.
Phone: MI 3-3200

Vice-President .....Leonard Newsteder
Vice-President.....Richard N. Gulick

Radio Accounts: Alol Products, Inc. (poison ivy remedy), Carmel, N. Y.; Borden's Frozen Foods, New York; G. N. Coughlan Co., West Orange, N. J.; Chimney-Sweep Process 33 (soot remover, paint brush cleaner); Costa Ice Cream Company, Woodbridge, N. J.; Harris-Upham & Co. (stock brokers), New York; Spandy (Taylor-Reed Corp.) (detergent-sanitizer), Glenbrook, Conn.

TV Accounts: Borden's Frozen Foods, New York; Costa Ice Cream Company, Woodbridge, N. J.; G. N. Coughlan Co. (dehumidifier, paint brush cleaner), West Orange, N. J.; Spandy (Taylor-Reed Corp.) (detergent-sanitizer), Glenbrook, Conn.; Hensler Brewing Co., Newark, N. J.; Jacoby-Bender Watch Band Company, New York; The Odell Co. (hair dressing), Newark, N. J.; I. Smallman & Sons, Inc. (billfolds), Paterson, N. J.

ADDISON LEWIS & ASSOCIATES

2310 Stevens Ave., Minneapolis 4, Minn.
Phone: AT 6235
ABP—ANPA—AFA—ABC

President .....Addison Lewis
Vice Pres.....Erle B. Savage, Jr.
Treasurer.....Harvey R. Kruse
Secretary.....Wm. A. Dobson
Radio and TV Dir.....Carroll E. Crawford
Research and Media Dir...Preston K. Covey
Prod. Manager.....Bruce E. Segerstrom
Copy Director.....Judd L. Meester
Account Execs.....J. A. Quint, J. H. Cleland, Sherle Lowe

LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.
Phone: Cypress 6521
AAAA—ABC—ANPA—APA
SNPA—PPA

Partner, Art Dir.....James L. Battle
Partner, Acct. Exec.....C. K. Liller
Partner, Acct. Exec.....William W. Neal
Media Director.....Sarah Williams

Branch Office
40 E. 51st St., New York 22, N. Y.
Phone: EL 5-7785

Manager.....Robert B. Kane

301 Palmetto Bldg., Columbia, S. C.

Manager .....Caldwell Withers

Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Brock Candy Company (candy bars), Chattanooga; Coastal Chemical Company (Co-Chem and Clo-White), Savannah; Puritan Mills, Inc. (My-T-Pure flour), Atlanta.

TV Accounts: W. D. Alexander (appliances), Atlanta; Brock Candy Company

(candy bars), Chattanooga; H. W. Lay & Company (potato chips), Atlanta; Coastal Chemical Company (Co-Chem and Clo-White), Savannah; Rock City Gardens, Lookout Mountain; Colonial Stores, Inc. (groceries), Atlanta; Puritan Mills, Inc. (My-T-Pure flour), Atlanta.

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 5-8800
ANPA—PPA—NOAB—ABC

President.....Laurence M. Lloyd
Vice-Pres. & Secty.....Charles F. Pietsch
Treas. & Media Dir.....John J. Hagan
Vice-Pres. & Art Dir.....M. H. Kates
Production Manager.....William T. Kaleb

DUDLEY L. LOGAN ADV.

304 S. B'way, Los Angeles 13, Calif.
Phone: Dunkirk 2-8471
ANPA—AAAA—PPA—APA—ABP

President.....Dudley L. Logan
Art Director.....Rosemary Doermann
Copy Chief, Media Dir. &
Prod. Mgr.....Jack Waterman

THE W. E. LONG CO.

188 Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-4606
ABP—ANPA—NOAB

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President.....E. E. Hanson
Vice-Pres. & Advtg. Dir.....Wm. Goodman
Vice-Pres. & Dir. of Sales.....J. A. Smith
Treasurer.....A. T. Downie
Secretary.....H. G. Mergener
Dir. of Radio & TV....Edward C. Fritz, Jr.
Asst. Dir. Radio-TV.....J. Minetz

Radio Accounts: Amrhein's Bakery, Inc., Springfield, Ill.; Atlanta Baking Co., Atlanta, Ga.; Mrs. Boehme's Bakery, San Angelo, Tex.; Bowman Baking Co., Albuquerque, N. M.; Borek & Stevens, Bridgeport, Conn.; Brown's Bakery, Defiance, O.; Brown's Bread, Ltd., Toronto; Butter Krust Baking Co., Sunbury, Pa.; Cape Girardeau Baking Co., Cape Girardeau, Mo.; Capital City Bakery, Tallahassee, Fla.; Carpenter Baking Co., Milwaukee, Wisc.; City Bakery, Inc., St. Augustine, Fla.; H. H. Claussen's Sons, Inc., Augusta, Ga.; Cotton Bros. Baking Co., Alexandria, La.; Cross Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Dixie Maid Baking Co., Kingsport, Tenn.; Duquesne Baking Co., Pittsburgh, Pa.; Finney's Bakery, Greenville, Texas; Fisher Baking Co., Salt Lake City; Florida Baking Co., Pensacola, Fla.; Fluhrer Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; Gardner Baking Co., Madison, Wisc.; Case Baking Co., Saginaw, Mich.; Gunzenhauser Bakery, Lancaster, Pa.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Hayes Baking Co., Oil City, Pa.; J. S. Hershey Baking Co., York, Pa.; Holsum Baking Co., Roswell, N. M.; Holsum Bakery Co., Charleston, W. Va.; Holsum Bakery, Ft. Wayne, Ind.; Holsum Bakeries, Inc., New Orleans, La.; Holsum Bakers, Tampa, Fla.; Holsum Bakery Co., Lewiston, Ida.; Holsum Bread Co., Inc., Ft. Worth, Tex.; Holsum Baking Co., Harlingen, Tex.; Holsum Baking Co., Lubbock, Tex.; Ideal Baking Co., Tyler, Tex.; Jamestown Baking Co., Jamestown, N. Y.; Lee Baking Co., Victoria, Tex.; Master Baking Co., Mt. Vernon, Ill.; McGogh Bakeries Corp., Birmingham, Ala.; Meadville Bread Co., Meadville, Pa.

TV Accounts: New Process Baking Co., Chicago; McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; Fuchs Baking Co., So. Miami, Fla.; Old Homestead Bread Co., Denver, Colo.; M. Kautz Baking Co., Muscatine, Iowa; Jones Bros. Bakery, Greensboro, N. C.; Phoenix Holsum Bakery, Phoenix, Ariz.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: AN 3-1888
AAAA—ABP—ANPA—APA

President-Treasurer .....Earle Ludgin
Exec. Vice-Pres.....Vincent R. Bliss
Vice-Presidents..Montgomery N. McKinney,
John H. Wilmarth, Edward Chapman
Radio & TV Director.....Jane Daly
Time Buyer.....Ruth Babick

Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co., Allen B. Wrisley (Wrisley Soap), Chicago, Ill.

TV Accounts: Jules Montenier, Inc., The Best Foods, Inc., Kitchen Art Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp. (All Purpose Rit), New York, N. Y.

LYNN-FIELDHOUSE

15 S. Franklin St., Wilkes-Barre, Pa.
Phone: 2-7182-3
ABP—ANPA—NOAB—APA

Partners.....S. C. B. Lynn,
L. S. Fieldhouse
Radio-TV & Media Dir.....W. B. Pritchard
Art Director.....C. L. Steyer

Branch Office
51 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-4048

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Planters Edible Oil Co. (Peanut Oil); Wilkes-Barre; Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Jack's Tasty

Snack Corp. (Cheese Twists), Oneida, N. Y.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Planter's Edible Oil Co. (Peanut Oil), Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Jack's Tasty Snack Corp. (Cheese Twists), Oneida, N. Y.; Becker-Coulter Co. (Tipon Nail Lacquer), Wilkes-Barre, Pa.

W. D. LYON COMPANY

303 Second Ave., Cedar Rapids, Iowa
Phone: 4-2451
AAAA

President.....W. D. Lyon
Vice President.....R. B. Creswell
Radio-TV Director.....R. H. Schubert

Radio Accounts: A. Y. McDonald Mfg. Co. (water systems), Dubuque, Iowa; Barron Motor Supply, Cedar Rapids; Builders Material, Inc., Cedar Rapids; Century Engineering Corp. (heating equipment), Cedar Rapids; Collins Radio Company (commercial radio equip.), Cedar Rapids; Crescent Electric Supply (appliance distributor), Dubuque; Iowa Dairy Industry Comm., Des Moines, Iowa; IOA Foods. Cedar Rapids; Tendersweet Sales Corp. (canned vegetables), Vinton, Iowa; Kent Feeds (livestock & poultry feeds), Muscatine, Iowa; Potosi Brewing Company, Potosi, Wisc.; Vigor Vitamins Company, Cedar Rapids.

TV Accounts: Crescent Electric Supply (appliance distributor), Dubuque, Iowa; Maplecrest Turkey Farms (frozen turkeys & chickens), Wellman, Iowa; Whink Products (rust-stain remover), Eldora, Iowa.

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.
Phone: 6-0771
ANPA—ABP—APA—PPA—NOAB

President & Art Dir.....J. F. Fellay
Vice-President.....R. W. Steele
Sec.-Treas. & Gen. Mgr.....Jay J. Keith
Copy Dept.....J. R. Shullaw

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-9360
ANPA—ABP—ABC

President.....A. E. Aveyard
Exec. V.P.....Allen B. Dicus
V.P., Copy Chief.....R. E. Blackburn
Time Buyer.....Joan Merrick
Research Director.....Betsy Tyroler
Media Director.....A. S. Trude, Jr.
Space Buyer.....Patricia Kral
Radio-TV Dir.....Wm. Rega

Radio-TV Accounts: Hallicrafters Co., Drewrys, Ltd. (Beer & Ale), So. Bend, Ind.

MacLAREN ADVERTISING CO., LTD.

372 Bay St., Toronto, Ont.
Phone: Empire 4-0321
ABC—ANPA

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Vice-Presidents.....E. V. Rechnitzer, J. Ferres
Comptroller .....W. D. MacMahon
Director.....W. G. Abel
Radio & TV Dir.....H. Horler

Branch Offices

410 Dominion Square Bldg., Montreal, P. Q.
Manager.....F. P. Gill
Radio .....Mary Moran

911 Electric Rlwy. Chambers, Winnipeg, Manitoba
Manager.....E. P. Thomson

305 Province Bldg., Vancouver, B. C.
Manager.....W. D. M. Patterson

Radio Accounts: H. J. Heinz Co. of Canada (Food), Imperial Varnish & Color Co., Ltd., Imperial Oil Ltd. (Hockey and Baseball), I. H. Lavery & Co., O'Cedar Company of Canada, Peoples Credit Jewelers, Peoples Credit Clothiers, Provincial Tire Co., Tuckett Tobacco Limited, Henry K. Wampole & Co., Ltd., Canadian General Electric, Standard Chemical (Javex), Christie Brown, Ltd. (Food), Standard Brands, Ltd., Shefford-Ingersoll Cheese, Dominion Fur Auction Sales, Intercontinental Packers, Ltd., Lake of Woods Milling Co., Stephen's Paints. Capilano Baseball (Sicks' Capilano Brewery, Ltd.), Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Limited, Palmers' Limited, G. W. Hogan (Car Dealer); Ainsworth Motors; General Motors of Canada; Canadian Shredded Wheat Co.; Canada Dry Ltd.; Provincial Tire Co.

MacMANUS, JOHN & ADAMS

Fisher Bldg., Detroit 2, Mich.
Phone: TRinity 2-8300
ANPA—AAAA—ABC

Chairman.....W. A. P. John
Pres. & Treas.....James R. Adams
Exec. Vice-Pres.....Harvey G. Luce
V.P., Media & Research Dir. Elmer W. Forehlich
Acc't Exec.....Paul Foley
Radio Time Buyer.....Georgina LeFevre

Branch Office

444 Madison Ave., New York, N. Y.
Manager.....E. A. Jones

Radio Accounts: Pontiac Motor Division, Pontiac, Mich.; Cadillac Motor Division, Dearborn, Mich.; Saran Wrap Corporation, Flint, Mich.; Ferry-Morse Seed Co., Detroit, Mich.; Stegmaier Brewing Co., Wilkes-Barre, Pa.; Dow Chemical Co., Midland, Mich.

TV Accounts: Pontiac Motor Division, Pontiac, Mich.; Saran Wrap Corporation, Flint, Mich.; Stegmaier Brewing Co., Wilkes-Barre, Pa.

MALCOLM-HOWARD

203 N. Wabash, Chicago 1, Ill.
Phone: Andover 0022
ABP—ANPA—AFA

TV Writers-Producers.....George Janda, William Bent, Norine Freeman, Michael Brown, Stanford Kaatz
Executive-Producers.....Arthur Holland, Hal Barkun, Max Holland

Radio Accounts: Hollands (jewelry), Chicago; Roller Derby, N. Y. C.; Roman-Raichert Co. (Phoenix sewing machines), Chicago; Ice Follies, Chicago; Ice Capades, Chicago; International Sports Show, Chicago; Fohrman Motors, Chicago; Joy Candies, Chicago.

TV Accounts: Ambrosia Brewing, Chicago; Harry Alter Co. (Crosley appl.), Chicago; Courtesy Motors, Chicago; Hudson Dealers Assn. (autos), Chicago; Mages Sports Stores, Chicago; Leo Rose Co. (clothing), Chicago; Rubin's (apparel), Chicago; Holland, Inc. (jewelry), Chicago; Marmel Products (housewares), Chicago; Roman Raichert Co. (Phoenix sewing machines), Chicago; Associated Hospital Ins. Co., Chicago; Roller Derby, Chicago; Sun-Times (newspaper), Chicago; Stiffel Lamp Co., Chicago.

DAVID MALKIEL ADV. AGENCY

172 Newbury St., Boston 16, Mass.
Phone: Copley 7-5980
ABP—ANPA—APA—PPA—AAAN

Production Manager.....Julian Malkiel
Secretary .....Martha Brest

Radio Accounts: Royal Crown of New England (Soft Drinks), Canadian Ace Ale (Beer & Ale), Ace Vacuum Stores (Vacuum Cleaners), Boston, Mass.

MANHATTAN ADVERTISING

225 West 57th St., New York 19, N. Y.
Phone: PLaza 7-3340
ABP—APA

Owner.....Eugene L. Friedman
Art Director.....Murray Klein
Production Mgr.....Gene Fogleman
Acct. Execs.....R. J. Friedman, I. J. Frisch

MANSON-GOLD-MILLER, INC.

1004 Marquette Ave., Minneapolis 2, Minn.
Phone: GEneva 9619
APA—ABP

Pres. & Treas.....Robert P. Miller
Vice-Pres. & Sec.....Eleanor L. Miller
Art Dir. & Prod. Mgr.....Edward Harris

Radio Account: Snyder Drug Stores.

MARFREE ADVERTISING CORPORATION

105 West 40th St., New York 18, N. Y.
Phone: LOngacre 4-7190

President.....Harry A. Friedenberg
V.P., Comptroller.....E. M. Story
Secretary-Treasurer.....Louis P. Randell
TV Dir., Acct. Exec.....Barnett Friedenberg
Director Radio.....Harry A. Friedenberg

Branch Office
919 North Michigan, Chicago, Ill.
Phone: Whitehall 4-2651

V.P. in Charge.....Sheppard Chartoe

Radio Accounts: D-Con Company (D-Con), Chicago, Ill.; Bankers Life & Casualty Co. (White Cross Hospitalization), Chicago, Ill.; House of Goddard (Quilt Lady, Perfex Electric Shaver), Chicago, Ill.

TV Accounts: R & F Company (Toys), New York, N. Y.

MARSCHALK & PRATT CO.

535 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-2022

Partners.....H. C. Marschalk, S. H. Giellerup, S. L. Meulendyke, G. A. Poetschke, C. A. Peterson
TV-Radio Director.....Curt A. Peterson

Radio Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.

TV Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.

J. M. MATHES, INC.

122 E. 42nd St., New York 17, N. Y.
Phone: LExington 2-7450
ABP—ANPA—APA—PPA—ABC

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Treasurer.....A. E. Cox
Secretary.....Carle E. Rollins
Vice-Pres. & Dirs.....Wilfred S. King, W. T. Okie
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Director of Radio & TV.....Read H. Wight
Radio Time Buyer.....Edna S. Catheart

Radio Accounts: Wagner Baking Corp. (Mrs. Wagner's Pies), Newark, N. J.; Pure Food Co., Inc. (Herb-Ox Boullion Cubes-Westchester Chicken), Mamaroneck, N. Y.; Canada Dry Ginger Ale, Inc., N. Y. C.; International Telephone & Telegraph Capehart-Farnsworth Corp., N. Y. C.; Imperial Paper & Color Corp. (wallpaper), Glens Falls, N. Y.

TV Accounts: Wagner Baking Corp. (Mrs. Wagner's Pies), Newark, N. J.; Houbigant Sales Corp. (Liquid Skin Sachet, A/S Deodorant), N. Y. C.; Northam Warren Corporation (Cutex, Peggy Sage, Odorono), Stamford, N. Y.; Judson Dunaway Corp. (Vanish-Expello), Dover, N. H.; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops), Reading, Pa.; Canada Dry Ginger Ale, Inc., N. Y. C.

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
Phone: Daly 8-4090
ABP—NOAB—PPA—APA—ANPA

Pres., Art. Dir., Space Buyer, Research Dir.....C. A. Mathisson
Vice-Pres. & Treas.....I. M. Henkel
Copy Chief, Sec., Media Dir., Space Buyer.....Edward G. Ball
Radio-TV Dir., Space Buyer.....Charles H. Helliwell

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
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ABP—ANPA—ABC

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Vice-Pres.-Treas.....Archie M. Finkle
Copy Chief.....Richard D. Brugman
Radio Director.....Harold Goodstein
Production Mgr.....Dorothy M. Barry

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2761 E. Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-5710
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Business Mgr.....T. P. Maguire
Radio & TV Director.....S. James Andrews

Branch Offices

12 E. 53rd St., New York 22, N. Y.
Phone: PLaza 9-7676
Vice-Pres., Gen. Mgr.....M. F. Mahoney

664 N. Rush, Chicago 11, Ill.
Phone: WHitehall 4-1676
Manager.....L. J. Sholty

Radio and TV Accounts: Gillette Safety Razor Co., Boston, Mass.; Snow Crop Marketers (frozen foods), New York; Peter Paul, Inc. (Mounds & Almond Joy candy), Naugatuck, Conn.; Mohawk Carpet Mills, Inc., Amsterdam, N. Y.; H. J. Heinz Company (canned foods), Pittsburgh, Pa.; General Electric Co. (radio & television sets), Syracuse, N. Y.; Packard Motor Car Co., Detroit, Mich.; Hotpoint, Inc. (appliances), Chicago, Ill.; Griesedieck-Western Brewing Co., St. Louis, Mo.; Pfeiffer Brewing Co., Detroit, Mich.

THE MAYERS CO., INC.

2301 W. Third St., Los Angeles 5, Calif.
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President .....Henry Mayers
Vice-President .....Forrest Dolan
Secretary.....Sophie Mayers
Production .....Edith Hemphfling
Media Director.....Claire Koren

Radio Accounts: Gordon Bread Co., Hoffman Candy Co., Pennzoil Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.

TV Accounts: Sears Roebuck & Co. (Retail Department Store).

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
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V.P. in Chge. Radio-TV..Leonard F. Erikson
V.P. Chge. New Prog.....Hendrik Booraem
V.P., Radio-TV Crea. Dir...Ralph B. Koser
V.P., Exec. Prod.....Dorothy B. McCann
Dir. Radio-TV Prod.....Edward Sutherland
Mgr. Radio-TV Service..Clifford C. Lubkert
Mgr. Radio-TV Time Buying.....Thaddeus S. Kelly
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629 Euclid Ave., Cleveland 14, O.
Vice Pres.-Mgr.....Robert Dailey

647 Griswold St., Detroit 26, Mich.
Vice Pres.-Mgr.....Paul Holder

707 Terrace Plaza Bldg., Cincinnati 2, O.
Vice Pres.-Mgr.....G. Lester Williams, Jr.

318 S. Michigan Ave., Chicago 4, Ill.
Vice Pres.-Mgr.....Sidney A. Wells
Vice Presidents.....Walter C. Krause, G. Bowman Kreer, A. W. Sherer, Sidney A. Wells

6331 Hollywood Blvd., Hollywood 28, Calif.
Mgr.....J. Neil Reagan

612 S. Flower St., Los Angeles 17, Calif.
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114 Sansome St., San Francisco 4, Calif.
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Vice Presidents.....Roswell H. Cochran, Clarence Hestorff, Frederick H. McCrea, Robbins Milbank
310 Public Service Bldg., Portland 4, Ore.
Mgr.....Willard E. Wilson
Radio-TV Accounts: American Trust Company, American Safety Razor Corp., California Packing Corp., California Spray Chemical, California Wine Association, Chesebrough Mfg. Co., Chrysler Sales Division, Chrysler Corporation, Cinerama Productions, Columbia Records, Inc., Cowles Magazines (Look & Quick), Frank Fehr Brewing Co., Gruen Watch Company, W. P. Fuller & Co., Hood Rubber Co. (Farm Footwear), Lucky Lager Brewing Co., Manufacturers Trust Co., National Biscuit Co., Ohio Bell Telephone Co., Pacific Power & Light Co., Pepsodent Division-Lever Bros. Co., Portland Gas & Coke Co., S.O.S. Company, Southern California Gas Co., Southern Counties Gas Co., Standard Oil Co. (Indiana), Standard Oil Co. (Ohio), Swift & Company, Leisy Brewing Co., Richman Bros. Co., Westinghouse Electric Supply Co. of St. Louis.
TV Accounts: American Trust Co., California Packing Corp., California Wine Association, Chrysler Sales Division, Chrysler Corporation, Cinerama Productions, Clark Brothers, Cowles Magazines (Look & Quick), Frank Fehr Brewing Co., Gray Drug Stores, Inc., Gruen Watch Company, "Junket" Brand Foods, Lehn & Fink Products Corp., Pepsodent Division-Lever Bros. Co., Lucky Lager Brewing Co., Milk Foundation, National Biscuit Co., Ohio Bell Telephone Co., Pacific Coast Borax Co., Soil-Off Mfg. Co., S.O.S. Company, Southern Calif. Gas Co., Southern Counties Gas Co., Standard Oil Co. (Indiana), Standard Oil Co. (Ohio), Leisy Brewing Co., National City Bank of Cleveland, The Richman Brothers Co., Westinghouse Electric Corp., Westinghouse Electric Supply Co. of St. Louis.

McCORMICK COMPANY

217 E. 7th Ave., Box 1931 Amarillo, Tex.
Phone: 6-5333
NOAB—ANPA—APA—SNPA
Owner-Manager.....James L. McCormick
Art Director.....Stefan Kramer
Radio Accounts: Shamrock Oil & Gas Corp.

WALTER McCREERY, INC.

9344 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestview 5-5533
AAAA—ANPA
Chm. Bd. & Pres.....Walter K. McCreery
Sec. & Treas.....Charles B. Ganz
Asst. Execs.....Walter McCreery, Charles B. Ganz, Richard Berggren, Jim Simmons, Harry Walstrum, Dave Larsen
Production Mgr.....Jim Simmons
Time Buyer.....Virginia White

Branch Offices

522 Powell St., San Francisco 2, Cal.
Phone: Yukon 2-6990
Manager.....Robert Selby
48 E. 43rd St., New York 19, N. Y.
Phone: MUrray Hill 2-3883
Manager.....Richard Picard
Radio-TV Accounts: Arden Farms (dairy), Los Angeles; Equitable Plan Co. (investments), Los Angeles; Harris & Frank (retail clothing), Los Angeles; Holiday On Ice, N. Y. C.; Hollywood Roosevelt (hotel), Hollywood; Ice Follies, Los Angeles; Knox, Dick, of Calif. (ceramics mfg.), Capistrano Beach; Kramer's (television stores), Los Angeles; Marie Designer, Inc. (contour chair lounge), Los Angeles; Murphy Oldsmobile, Los Angeles; Palm Desert Corp. (resort & real estate), Palm Desert; Pan Pacific Aud., Los Angeles; Portland Ice Arena, Portland, Ore.; Reliable Mortgage Co. (real estate loan co.), Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood.

L. E. McGIVENA & CO., INC.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-7422
ANPA—ABP—APA—PPA—ABC—AAAA
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Secretary, Copy Chief....Howard W. Roper
Art Director.....Samuel Josephs
Production Manager.....James J. Preston
Space Buyer.....Mrs. Marguerite Andrews

McKEE & ALBRIGHT, INC.

1809 Walnut St., Philadelphia 3, Pa.
Phone: LOcust 7-4737
President.....Roy J. McKee
Vice-Pres. & Treas.....David R. Albright
Vice-Pres. Radio-TV....James A. McFadden
Time Buyer.....Evelyn Walmsley
Vice-Pres., Mdse.....Howard H. Yaw
Secretary.....T. E. Libby
Radio Accounts: Breyer Ice Cream Co., Philadelphia; Caloric Stove Corporation (gas ranges), Philadelphia; Fels & Company (soaps and detergents), Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Phila. & Reading Coal & Iron Co. (coal), Philadelphia; Western Maryland Dairy Co. (dairy), Baltimore.
TV Accounts: Breyer Ice Cream Co., Philadelphia; Caloric Stove Corporation (gas ranges), Philadelphia; Fels & Company (soaps and detergents), Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Keebler-Weyl Baking Co. (biscuits and crackers), Philadelphia; Phila. & Reading Coal & Iron Co. (coal), Philadelphia; Renuzit Home Products Co. (home dry cleaner), Philadelphia.

McKIM ADVERTISING LIMITED

Dominion Square Bldg., Montreal, Que., Can.
Phone: Lancaster 5192
ANPA—ABC—APA

President.....James M. Baxter
Vice-Pres., Sec.-Treas.....H. R. McDougal

Branch Offices

47 Fraser Ave., Toronto, Ont. Canada
Vice Pres.....E. W. Brodie
Nat. Trust Bldg., Winnipeg, Man., Canada
Vice Pres.....A. A. Brown
Province Bldg., Vancoucer, B. C., Canada
Manager.....C. C. Wimperly
376 Strand, London, W.C. 2, Eng.
Acting Manager.....H. Suffell

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-7860
ANPA—PPA—AAAA—NOAB—APA

President.....Arthur E. Meyerhoff
General Manager.....J. H. Black
Financial Manager.....J. A. Johnston
Director of Radio & TV..Benjamin J. Green
Assoc. Radio & TV Dir.....George Rich III
Radio Time Buyer.....Carol Colby
Space Buyer.....Mary Hauser
Copy Chief.....M. E. Chon

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
Manager .....George Grabin

Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, Milwaukee Elec. & Transport Co., Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority, Clark's Super Gas.

C. L. MILLER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-1010
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NOAB—PPA

President.....C. L. Miller
V.P., Treas.....G. V. Carhart
Secretary.....P. P. Hoffman
Space Buyer.....Miss R. Driscoll

Branch Office

333 No. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-1640
Manager.....I. M. Tuteur

Radio Accounts: Corn Products Sales Co. (Karo, Mazola, Linit, Niagara Starch), Bachman Choc. Mfg. Co. (Old Sol Bar); Circle Line Sightseeing Yachts, Blue Channel Corp. (Harris American Crabmeat, Harris American Deviled Crabmeat).

DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUnkirk 8-3301
AAAA—ABC—ABP—ANPA—CAAN
NOAB—PPA

President.....Dan B. Miner
Exec. Vice-Pres.....J. C. Morse
Vice-Presidents.....I. M. Greer, Hildred Sanders, Richard Glover, Andrew Carpenter
Secretary-Treasurer.....M. R. Sweeney
V.P. in Chg. Radio & TV....Hildred Sanders
Asst. Radio & TV Dirs.....Robert Black, Arthur Trask
Time Buyer.....Kay Ostrander

Radio Accounts: Interstate Bakeries Corporation (Weber's Bread), Los Angeles; Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Interstate Bakeries Corporation (Log Cabin Bread), Los Angeles; Carson Park Mutual Homes (real estate development), Lakewood Park; Kendall Foods, Inc. (dog food), Los Angeles; Thrifty Drug Stores, Los Angeles; Forest Lawn Memorial Park (cemetery & mortuary), Glendale; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles.

TV Accounts: Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Kendall Foods, Inc. (dog food), Los Angeles; Forest Lawn Memorial Park (cemetery & mortuary), Glendale; Interstate Bakeries Corporation (Log Cabin Bread), Los Angeles; Interstate Bakeries Corporation (Weber's Bread), Los Angeles; Thrifty Drug Stores, Los Angeles; Luer Packing Company (meats), Los Angeles; Prepared Products, Ltd. (Dixie Fry), Los Angeles; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles.

EMIL MOGUL CO., INC.

250 W. 57th St., New York 19, N. Y.
Phone: JU 2-5200
ABP—ANPA—PPA

President .....Emil Mogul
Secretary-Treasurer .....Helene Mogul
Exec. Vice-Pres.....Charles L. Rothschild
Vice-Presidents.....Seth D. Tobias, Myron A. Mahler, Rino Negri, Milton Guttenplan, Bill Jacoby
Program & Prod. Super.....Carlo de Angelo
Production Manager.....Al Mauro
Media & Research Dir.....Joel Martin
Dir. Marketing & Mdche.....Jules Lennard
Dir. Radio-TV Dept.....Lewis Wechsler
Dir. TV Prod.....Nat Eisenberg

Radio Accounts: Barney's Clothes (Men's & Boys' Clothing), Beriolo Import Co. (Berio & Francesconi Oil), New York, N. Y.; Gem Oil, Brooklyn, N. Y.; Canadian Fur Corp. (Women's Furs), New York and New Jersey; Ronzoni Macaroni Co., Long Island City, N. Y.; National Shoes (Children's, Women's & Men's Shoes), Somnyl Pharmacal Corp. of America (Nu-Pax), New York; Knomark Mfg. Co. (Esquire Boot Polish), Brooklyn, N. Y.; Commercial Nat'l Bank, N. Y. C.; Stone-Tarlow Co., Inc. (Shoes), Brockton, Mass.; M. Wile & Co.,

Inc. (Don Richards Men's Clothes), Buffalo, N. Y.; Supreme Wines, Inc. (Old Rabbinical Brand Wine), Long Island City, N. Y.; Rayco Mfg. Co. (auto seat covers), Paterson, N. J.

TV Accounts: Knomark (Esquire Boot Polish), Brooklyn, N. Y.; National Shoes (Children's, Women's & Men's Shoes), New York, N. Y.; Ronzoni Macaroni Co. (Macaroni & Spaghetti), Long Island City, N. Y.; Rayco Mfg. Co. (auto seat covers), Paterson, N. J.; Bonomo Turkish Taffee & Peanut Brittle, Brooklyn, N. Y.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.
Phone: PArkway 1178
PPA—ABP—ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Strauss
V.P. & Time Buyer.....Carl H. Press

Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

MOREY, HUMM & JOHNSTONE, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: LO 4-2240
ABP—ANPA—APA—NOAB—PPA

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Exec. Vice-Pres.....Llewellyn B. Van Doren
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V.P., Chmn. Plans Brd.....J. R. Warwick
Vice-President.....Stanley F. Ellsworth
V.P. & Art Dir.....William G. Sutton
Vice-Pres. & Merch. Dir....Walter J. Andree
Secy. & Treas.....William G. Carmody
Media Director.....Frank E. McElmoyl
TV Director.....W. L. Wernicke
Radio Time Buyer.....Kathryn Shanahan
TV Time Buyer.....Theodore Wallower

Branch Office
9 Rockerfeller Plaza, New York 20, N. Y.
Phone: PL 7-8060

V.P. Chg. Midtown Office..Muriel Johnstone
Vice-President .....Janet Chatfield-Taylor
Mdse. Counsellor.....Rosamond Gilmartin

Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New York, N. Y.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HEmpstead 4194
ANPA—APA—NOAB

President.....Raymond R. Morgan
Exec. Vice-Pres.....Robert C. Temple
Account Executives.....Jack Kerr, L. W. Hobson, John Burton
Radio-TV Dir.....James C. Morgan
Production .....John Burton
Time Buyer.....Terry Brady
Copy Chief.....Audrey Sharpe

Branch Office
260 California St., San Francisco 11, Calif.
Phone: DOuglas 2-6073

Manager.....Porter Anderson

Affiliate
Goodkind, Joice & Morgan, Inc.
Palmolive Bldg., Chicago 11, Ill.

President.....Clyde M. Joice

Radio Accounts: Planters Nut Choc. Co., J. A. Folger & Co., Los Angeles Soap Co., (White King Granulated Soap, Scotch Foam Action Cleanser; Sierra Pine Toilet Soap); Institute of Religious Service, Nehi Beverage Co., Victory Packing Co. (Thoro Fed, Kal Kan dog food).

TV Account: Nehi Beverage Co. (Par-T-Pak).

MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.
Phone: ORegon 9-4600
APA—PPA—NOAB

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Space Buyer.....C. H. Weissner
Mgr. Radio & TV Dept.....C. C. Slaybaugh
Export Media Mgr.....Aurora Blando
Director of Prod.....M. K. Burkett
Group Prod. Mgrs.....W. W. Williams, D. R. Quist
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Art Studio Mgr.....C. Scimecca
Account Executives.....Constance Boland, Reg Coghlan, John Olney, E. R. Korth

Radio and TV Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc. Alfred D. McKelvy Co. (Seaforth Men's Toiletries).

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone: 4-6141
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Sp. Buyer & Research Dir..Miss L. B. Mang
Asst. Sp. Buyer..Miss Christine H. Van Dyke
Asst. Research Dir.....Mrs. Pearl A. Curtis
Production Manager.....Fred Michel
Merchandising Director....R. Del Dunning
Account Executives.....Arthur S. Cotins, James N. Brown, L. B. Reigler, Geo. P. Hodges, Robert F. MacFarland, Harry T. Duffy, Kenneth S. Duffes

Radio Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; C. A. Durr Packing Co. (meat products), Utica, N. Y.; Empire Crafts Corporation (silverware), Newark, N. Y.; Craine, Inc. (silos), Norwich, N. Y.; Conde Milking Machine Co., Sherrill, N. Y.; Mohawk Valley Investing Co., Utica, N. Y.; Saratoga Springs Authority (resort & mineral waters), Saratoga Springs, N. Y.

TV Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; C. A. Durr Packing Co. (meat products), Utica, N. Y.; General Ice Cream Corporation (Sealtest Ice Cream), Utica, N. Y.

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7377
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Vice-President.....Martin W. Jacobson
Radio & TV Dir.....Miles Shefferman
Production Mgr.....Martin Lebwith
Copy Chief.....Edwin B. Stern
Media Director.....Marion Rand

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75 E. Wacker Drive, Chicago 1, Ill.
Phone: FInancial 6-3481
ABP—ANPA—PPA

President.....C. W. Muench
Media Director.....Victor Fabian
Production Manager.....Wm. G. Fisher
Copy Chief.....Proctor Fiske

Radio Accounts: Monarch Brewing Co. (Beer), Chicago, Ill.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. F. Schwahn & Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Fanny May Candy Co. (Candy), Fox De Luxe Foods, Inc. (Poultry), Chicago, Ill.; Pavelka Brothers (Meat Products), Cleveland, O.

TV Accounts: The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Beer), Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-6835

President.....Paul R. Kruming
Vice-President.....Thomas W. Hughes
Secretary.....Joseph W. Madden
Copy Chief.....John L. Albright
Art Director.....Walter Kelly
Radio & TV Director.....James G. Zea
Time Buyer.....Jacqueline Ruta

Radio and TV Accounts: American Safety Razor, Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmacal Co., Lever Brothers (U. S.). Quaker Oats Co., Ruppert Brewery, W. R. Warner, R. Hudnut, Westinghouse.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: STate 2-5151
AAAA—ANPA—PPA—NOAB—APA
ABC—ABP

President.....Maurice H. Needham
Vice-Presidents.....John J. Louis, Melvin Brorby, W. Raymond Fowler, Wm. D. Horne, Jr., Wm. P. Bager, Wm. H. Ohle, Wm. R. Kinnaird
Vice-Pres. & Media Dir...Otto R. Stadelman
Vice-Pres. & Radio-TV Dir...Allan Wallace
Sec.-Treas.....Max D. Anwyl

Branch Office
1680 North Vine St., Hollywood 28, Calif.
Vice-Pres. & Mgr.....Frank Pittman

Radio Accounts: Kraft Food Co., S. C. Johnson & Son, Swift & Co., Wieboldt Stores, Inc., Derby Foods, Inc.

RALPH NELMS, INC., ADV.

318 St. Louis St., Springfield 3, Mo.
Phone: 4-2555
APA

President.....Ralph A. Nelms
Secretary.....Irene A. Bass
Art Director.....J. H. Richards

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials). Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Meek Lumber Cos. (Lumber Yard Chain), Lockwood; Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
Phone: 4-4135

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary.....Alice Pach
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Edward F. Flynn
Radio Time Buyer.....Anne F. Pratt
TV Time Buyer.....Sybil Van Patten
Assoc. TV Prod.....Jack Landt

Branch Office
150 W. 49th St., New York 18, N. Y.
Phone: CIrcle 5-5431

Assoc. TV Producer.....Jack Landt

Radio Transcription Production Accounts: General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Company (Sealtest

Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Plough, Inc. (St. Joseph Aspirin, Mexsana, etc.), Memphis, Tenn.; Block Drug Company (Pharmacal Products), Jersey City, N. J.; D. L. & W. Coal Co. (Blue Coal), New York; Shell Oil Co., N. Y.; National Pressure Cooker Co. (Presto Prods.) Eau Claire, Wis.; Robert Hall Clothes, N. Y.

Television Film Production Accounts: Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Plough, Inc. (St. Joseph Aspirin), Mexsana, etc.), Memphis, Tenn; Mohawk Carpet Mills, Amsterdam, N. Y.

Television Accounts (Time): Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Allen's Appliances, Inc. (G. E. Appliance Store), William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; National Pressure Cooker Co.; Nemeth Motors Inc., Troy.

TED NELSON ASSOCIATES

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 6-8470

Owner .....Ted Nelson
Production Dir.....Sol Lipset
Publicity Dir.....Nat Fields
Account Exec.....Jack Fields
TV Directors.....Perry Bruskin, Charles Durand

Radio Accounts: Edlie Electronics Corp., Saul Birns, New York, N. Y.; Delta Photo Supply Co., Authentic Publications, N. Y.; Geographia Corp. (Publishers), New York; Ideal Film & Supply Co., N. Y.; Orfeo (High-Fi Equip. Mfr.), N. Y.; R. B. Hathaway (Foot Lotion), N. Y.; TV and Radio Products Co., N. Y.; Barbey Distributors (Poole Clock-Defroster), N. Y.

TV Accounts: Authentic Publications, New York; TV and Radio Products Co., N. Y.; Ideal Film & Supply Co.

NEWMAN, LYNDE & ASSOCIATES, INC.

Florida National Bank Bldg., Jacksonville 2, Fla.
Phone: 3-4435
ABP—ANPA—APA—NOAB

Director .....M. T. Newman
Pres., Radio Dir.....Hunter Lynde
V.-P.-TV Dir.....David E. Robeson
Secy. & Pub. Dir.....Ronald G. Sercombe

Radio-TV Dept.

Exec. Vice-Pres.....Hunter Lynde

Radio Accounts: Bond-Howell Lumber Co. (Bldg. Supplies); General Electric Supply Co., Jacksonville; Heater Plow Co., Jacksonville.

ELLIOTT NONAS, ADVERTISING

417 East 54th St., New York 22, N. Y.
Phone: MU 8-2937

Owner .....Elliott Nonas
Art Director.....Bert Lief
Media Director.....Margo Burke

Radio Accounts: Teldisco, Inc. (Zenith Radio & Television, Tracy Sinks & Kitchens, Thor Washers, International Harvester, etc.), East Orange, N. J.; Olson & Co., Inc. (Du Mont Television), Philadelphia, Pa.; New Jersey Drug Products Co., East Orange; Valcour Lodge, Valcour, N. Y.

TV Accounts: Teldisco, Inc. (Spot Announcements), East Orange, N. J.

R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-5412
AAAA—ABP—ANPA

Pres., Radio-TV Dir.....R. T. O'Connell
Exec. Vice Pres.....Ethel Merklen
Vice President.....George Miller

Radio Accounts: Pomatex Co., Inc. (Brilliantine), New York, N. Y.; Cushman & Denison, New York; Norman Laboratories, New York; Edward Weck & Co., Brooklyn, N. Y.

OLIAN ADVERTISING CO.

Ambassador Bldg., St. Louis 1, Mo.
Phone: CEntral 8380
ABP—ANPA—PPA—APA—NOAB

Chairman.....Irwin A. Olian
President.....Harold A. Thomas
Radio-TV Dir.....Pat Moseley
V.P., Copy Chief.....Jim Spencer
V.P., Treas.....Irving R. Ohlsen
Media Dir.....Alice McDonough

Radio Accounts: General Grocer Co. (Topmost Foods, Manhattan Coffee), Sayman Products Co. (Sayman Soap), Pevely Dairy (Jitterbug Dairy Products & Reddi-Wip), Dining Car Coffee Co. (Dining Car Coffee), Ritepoint Co. (Liters), Knapp-Monarch (Magik-Rid), Vess Bottling Co. (Vess Beverages), St. Louis, Mo.

TV Accounts: Pevely-Dairy Co. (Reddi-Wip), Ritepoint Co., Knapp-Monarch, General Grocer Co. (Topmsot Foods, Manhattan Coffee); Dining Car Coffee Co.; Vestal, Inc. (Wax-Rite), St. Louis.

OLMSTED & FOLEY

1200 2nd Ave. So., Minneapolis 3, Minn.
Phone: ATlantic 8166
AAAA—ABC—ABP—ANPA—AFA

Exec. Partner.....Ward H. Olmsted
Exec. Partner.....John T. Foley
Partner.....Clarence H. Russell
Partner, Radio-TV Dir.....J. D. McTighe
Partner.....John K. Mortland
Partner.....Robert B. Pile

Radio Accounts: 1st National Bank, Minneapolis, Minn.; Marshall-Wells Company (Appliances, Paints, etc.), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Rochester Dairy (Dairy Products), Rochester, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes, Farm Feeds, American Beauty Flour & Mixes—Dallas, Texas), Minneapolis, Minn.

TV Accounts: 1st National Bank, Minneapolis, Minn.; Chun King Sales, Inc. (Oriental Foods), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Red Owl Stores (Grocery Products), Minneapolis, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes, Farm Feeds, American Beauty Flour & Mixes — Dallas, Texas), Minneapolis, Minn.; Brechet & Richter (Gold Cross Beverage Base), Minneapolis, Minn.

O'NEIL, LARSON, McMAHON

230 N. Michigan, Chicago 1, Ill.
Phone: And. 3-4470
ABC—ABP—ANPA—AFA

Partner.....Nelson J. McMahon
Partner.....Edw. H. Larson
Exec. V.P.....Walter Zivi
Controller.....J. O. Webb
Sr. Acct. Exec.....W. P. McWilliams
Acct. Execs....Elmer Silha, Norman Larson, Joseph F. Littleton
Media Dir. & Radio-TV Buyer Marshall Edinger
Prog. Director.....Stan Kaatz

Branch Offices
290 Madison, New York City
Phone: MU 3-8930
Manager .....M. Robinson
7 Trinity Sq., Toronto, Canada

ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-8050
ABC—ANPA—NOAB—PPA

President.....Robert W. Orr
Exec. Vice Pres.....George De Pue, Jr.
Vice-Pres. .....Eldon Sullivan
Vice-President .....Freemont Knittle
Sec.-Treas.....Robert P. Clark
Radio-TV Director.....Lou Ergman

Branch Offices
9130 Sunset Blvd., Los Angeles, Calif.
Exec.-in-Chge.....David S. Hillman
Empire Bldg., St. Petersburg, Fla.
Exec.-in-Chge.....Alfred L. Lino

Radio Accounts: Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.; Wallerstein Co., Inc. (Bosco), N. Y.; National Guard of the U. S., Washington, D. C.

TV Accounts: Andrew Jergens Co.; Wallerstein Co., Inc. (Bosco), N. Y.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
Kansas City 11, Kans.
Phone: Dr 7250
ABP—ANPA—APA—PPA

President .....Merritt Owens
Vice-President.....R. Grant Neds
Production Mgr.....Glenn A. Scott
TV Director.....Earl Allvine
Art Director.....Bernard L. Wardlow

Radio Accounts: Feld Chevrolet Company, Inter-State Moving & Stor. Co., Sulfa-Dent, Kansas City, Mo.; Davidson Brothers Motor Co., Kansas City, Kan.; Joe M. O'ffill Motor Co. (Nash Dealer), Kansas City, Kan.

TV Accounts: Zephyr Ventilated Awning Co., Joe M. O'ffill Motor Co., Kansas City, Kan.; Feld Chevrolet, Kansas City, Kansas; Home Federal Savings & Loan Assn.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2885
ABP—APA

Partners..Helen A. Kennedy, Carl W. Sickler

Radio Accounts: First Savings & Loan Assn., Prudential Realty & Finance Co.

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone: ELiot 1401
AAAA—ANPA—NOAB

President.....W. H. Horsley
Secretary.....H. O. Stone
V.P. & Radio-TV Dir.....Trevor Evans

Branch Offices
715 Cascade Bldg., Portland, Ore.
Phone: Capitol 1021
V.P. & Manager.....Milton Foland
601 Review Bldg., Spokane, Wash.
Phone: Madison 6479
Manager .....Vernon Cary

Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Washington Co-Op Farmers Assn.—Lynden Products (Canned & Boned Turkey, Chicken, Chicken & Noodles, etc.), Seattle, Wash.; Seattle-First National Bank, Federal Old Line Ins. Co. (Insurance), Seattle, Wash. & Branch towns; Ivar's Acres

of Clams (Seafood Restaurant), Cowman-Campbell Paint Store (Paint), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Company (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.; Union Fed. Savings & Loan Assn., Seattle; Lang & Co. (Gold Seal Coffee), Seattle; Oil Heat Institute, Seattle.

TV Accounts: Pacific Lincoln Mercury Co. (Linc. & Merc. cars), Seattle-First Nat. Bank, Sherman, Clay & Co. (Music Store), Washington Co-Op Farmers Assn. (Lynden Products), Seattle, Wash.; Federal Old Line Ins. Co., Seattle.

PARIS & PEART

570 Lexington Avenue, New York 17, N. Y.
Phone: MUrray Hill 9-2424
ABP—ANPA—APA—PPA—ABC

Partners.....A. G. Peart, J. A. H. Rehm
Comptroller .....F. Dubeck
Media Manager.....P. Petrino
Art Director.....F. Yelinek
Production Mgr.....R. Largo
Research Mgr.....Marvin Goldberg
Acct. Execs.....W. F. James, G. M. Cleland, S. C. Bernsley, W. Byrne, D. C. Porteous, F. N. McInerney, A. Bindrim

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-3055
PPA

President-Treasurer.....C. H. Pearson

Radio Accounts: Cooper Razor Blade Co. (Razor Blades), Brooklyn; National Home Owners Assor., New York, N. Y.

PECK ADV. AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-0900
ABP—ANPA—APA—NOAB—PPA

Chairman of the Board.....Harry Peck
President .....Harry Krawit
Vice-Presidents .....Norman Mack, Sidney Alexander, John Schuman
Radio-TV Director.....S. S. Schweitzer

Radio Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics), Street & Smith Magazines (Charm, Mademoiselle, Living), Hearst Publications (Cosmopolitan, Good Housekeeping), Excelsior Frozen Meat Products (Frozen Meat Products), Hartford Provision Company (Meat Products), Hartford, Conn.

TV Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics).

THE PHILLIPS-RAMSEY CO.

604 First National Bldg., San Diego 1, Calif.
Phone: Franklin 2122

Partners.....William L. Phillips, Charles C. Ramsey
Media Director.....Robert F. Lewis
Radio-TV Prod. Dir.....Orva W. Huff

Radio Accounts: Arden Farms Co. (Dairy Products), Silver Gate Bldg. & Loan (Savings & Loan Assn.), Walker's (Dept. Store), Dennstedt Electro Mart (Electrical Appliances), Dennison Mattress Co., San Diego, Calif.; First Nat'l. Bank, San Diego, Calif.; Walt Tufford De Soto-Plymouth (Auto Dealer), San Diego, Calif.

TV Accounts: Arden Farms Co., Dennstedt Electro Mart, Walker's, San Diego, Calif.; First Nat'l. Bank, San Diego, Calif.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
Phone: Cathedral 6131
ABP—ANPA

Partner.....Jack N. Pitluk, Sr.
Partner.....Jack N. Pitluk, Jr.
Acct. Execs.....Sam Kiklin, Luke Collins, L. Jerry Spangler, Evans Wyatt
Public Relations Dir.....Jim Battersby
Radio Director.....Myra Wheeler
TV Director.....Marg Morrison

Radio-TV Accounts: Joske's of Texas (Department Store), San Antonio, Tex.; Taylor Bedding Mfg. Co. (Morning Glory Mattresses & Matching Box Springs), Taylor, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Fehr Baking Company (Fair Maid Bread & Cakes), San Antonio, Tex.

R. J. POTTS—CALKINS & HOLDEN INC.

2233 Grand Ave., Kansas City 8, Mo.
Phone: Gr 5775
ANPA—APA—NOAB—PPA—ABP

President.....R. J. Potts
Exec. Vice Pres.....J. B. Woodbury
Vice Presidents..C. C. Tucker, E. A. Warner, C. L. Robinson, W. M. Giesecke, Al Coleman
Radio & TV Director.....William J. Brewer
Publicity Director.....James McQueeny

POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 9400
ANPA—APA—PPA—NOAB

President.....W. J. Krebs
V.P.-Production Mgr.....D. E. Dexter
Secretary-Treasur.....C. J. Effie
V.P. & Radio Dir.....N. P. Rowe

PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone: GArfield 6490
ABC—ABP—ANPA—AFA

President.....George L. Prater
Vice-President.....M. T. Prater
Secretary.....Mary E. Johnson
Radio-TV Director.....George L. Prater

Radio Account: Falls City Brewing Co., Inc. (Falls City Beer), Louisville, Ky.

TV Account: Falls City Brewing Co., Inc. (Falls City Beer), Louisville, Ky.

PRODUCT SERVICES, INC.

10 East 44th Street, New York City
Phone: MUrray Hill 7-0204
Branch Office
Broad at Locust, Phila., Pa.

President.....Les L. Persky
Vice-President.....Charles K. Hepner
Promotion Director.....N. R. Lorman
Time Buyer.....Lee Kriss

TV Accounts: Cameo Curtains Royal Crest Sales (Thrift House); John Irving Shoe Company (Mary Jane Shoes).

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.
Phone: BErgen 4-2332

Pres., TV Dir., Acct. Exec..Michael A. Fiore
Albert A. Fiore
Secy.-Treas.....B. V. Fiore
Prod. Mgr.....Paul Apello
Account Executives...B. Wilman, G. Fiore. J. Critelli, B. E. Geis, S. P. Brown, R. T. Jones

Radio Accounts: China Clipper (Restaurant), Jersey City, N. J.; D. Wolff & Co. (Credit Clothing), Newark, N. J.; Stage Coach Inn (Night Club), S. Hackensack, N. J.; Alexander Beverages (Soft Drinks), Paterson, N. J.; New School for Modern Music (School), Newark, N. J.; Globe-Brenner Fur Co. (Retail Furrier), New York, N. Y.; Macude & Co. (Appliances), Union City, N. J.; Casino Beach & Pool (Swimming Pool), Long Branch, N. J.; N. J. Association of Technical Schools (Schools), Newark, N. J.; Campo Auto Sales (Used Cars), Little Ferry, N. J.; Cav-Bro Hair Preparations (Tonic, Shampoo, etc.), Cliffside Park, N. J.; Bill Williams Auto Exchange (Used Cars), Jersey City, N. J.; Garion Auto Exchange (Used Cars), Little Ferry, N. J.; Rev. Rittenhouse (Religious Program), Fairmont, W. Va.; The Schamroth Co. (Cosmetics), N. Y.; Specialty Sales Company (Mail Order Items), Lakewood, N. J.; Dent-Re-Par Company (Dental Supplies), Newark, N. J.; Scarne Enterprises, Inc. (Night Club), Little Ferry, N. J.; Coast-to-Coast Vendors, Inc. (Vending Machines), New York, N. Y.

TV Accounts: Watchung Lake, Inc. (Swimming Resort), S. Plainfield, N. J.; Afco Sales Corp. (Mail Order Items), Jersey City, N. J.

THE L. W. RAMSEY ADV. AGENCY

230 No. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-8155

President & Secretary.....E. G. Naeckel
Vice-Pres. & Treas.....L. H. Copeland
Vice-President.....N. B. Langworthy
Art Director.....E. J. McCabe
Radio Dir.....Dorothy L. Parsons

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone: 7-1179
ABC

President.....Wilbur W. Randall
Art Director.....Bernard S. Vinick
Radio & TV Director.....Florence F. Grady

Radio Accounts: Crown Petroleum Corp. (Petroleum Products), Connecticut & Massachusetts; Geo. E. Dewey & Co. (Moving Storage), General Electric Supply Corp. (Television, Radio), Hartford Gas Company (Public Utility), New England Laundry (Laundry), Savitt Jewelers (Jewelry), Wachtel's (Dept. Store), Hartford, Conn.

TV Accounts: Country Club Soda Co., Inc., Springfield, Mass.; Crown Petroleum Corp., Conn. & Mass.; Savitt Jewelers, Hartford, Conn.; State Line Potato Chips.

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.
Phone: CAdillac 1-4662

ABP—ANPA—APA—PPA—ABC—NOAB

Pres. & Treas.....H. Ross Mack
Vice-President.....Hal. G. Trump
Secy. & Copy Chief.....George B. Dow
Radio Director.....R. D. Hughes
Space & Radio Time Buyer
Charles E. Foerster
Production Manager.....George L. Husted
Account Executives.....H. Ross Mack, Hal G. Trump, R. D. Hughes, Charles Foerster, Lee E. Crooks

Radio Account: Booth Newspapers.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.
Phone: MA 2-6811
ANPA—ABP—APA

Owner.....Milton C. Tauder
Art Director.....Henry Krupinski
Production Manager.....Margaret McDade
Publicity Director.....Rita Levine
Research Director.....Shirley Trinker

Radio Accounts: K. Kaufman & Co., Inc., Monroe Savings & Loan Assn., Union National Bank.

CHAS. DALLAS REACH CO., INC.

69 Washington St., Newark, N. J.
Phone: MArket 3-5100
AAAA—ABP—ANPA—APA—PPA

Pres. & Treas.....Chas. Dallas Reach
Exec. V.P., Gen. Mgr.....John M. Alden
Vice-Presidents .....Howard Sands, Francis R. Risley
Sec. & Art Dir.....Everett Sahrbeck
Asst. Sec. & Treas.....Wm. F. Renz

Branch Office
46 W. 55th St., New York 19, N. Y.
Phone: CIrcle 5-4176

Vice-President.....Weston W. Hill

Radio Accounts: Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; L. E. Waterman (Fountain Pens), Koppers Co. (Coke Fuel).

TV Accounts: Koppers Co. (Coke Fuel), New York, N. Y.

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.
Phone: VIctor 5269
APA—ABP—ANPA

Owner.....James R. Reese
Acct. Exec.....Everett Herndon

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,
Minneapolis 2, Minn.
Phone: Bridgeport 7701
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—AFA

President.....E. E. Sylvestre
Executive Vice-Pres.....Wayne Hunt
Vice-Presidents.....J. H. Sarles, Elizabeth B. Reeves, Helen A. Brown, R. W. Stafford, E. K. Pottle, Dr. A. R. Root, Russell E. Neff, R. H. Burbank, Wm. C. Schneider
V.P. & TV Dir.....R. E. Neff
Radio Dir.....Wm. S. Shepherd
V.P. & Media Director.....Dr. A. R. Root
Time Buyer.....Coy Bender

Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Art Instruction, Inc.

TV Accounts: Art Instruction, Inc., General Mills, Midland National Bank.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-7440
ABP—ANPA—NOAB—ABC—AFA—CCA

President .....Wallace Meyer
Vice-Pres. & Treas.....C. A. Reincke
Vice-Pres. & Sec.....A. L. Reincke
Vice-Presidents...Gordon Taylor, J. J. Finn
Radio-TV Director.....Frank M. Baker
Media Director.....John Priebe
Space Buyer.....J. F. Brown

Radio Accounts: Anderson Co. (ANCO Wiper Blades and Arms), Gary, Ind.; Chicago, Burlington & Quincy (Railroad travel), Sterling Insurance Co. (Insurance), Otarian (Hearing Aids), Chicago, Ill.; von Schrader Mfg. Co. (Deterg-ene Rug Cleaner), Racine, Wis.; Cartan Travel Bureau, Inc., Chicago, Ill.; American Shows, Inc.; International Sports Show, Chicago, Ill.

TV Accounts: von Schrader Mfg. Co. (Deterg-ene), Racine, Wis.; Burgess Cellulose Co. (Sponges), Freeport, Ill.; International Sports Show, Chicago, Ill.; American Chain & Cable Co., Am. Chain Div. (Weed Tire Chains), York, Pa.; Anderson Company (Anco Wiper Blades & Arms), Gary, Ind.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
Phone: CApital 7-7611
ANPA—PPA—ABP—AAAA—APA

President & Treas.....Harry I. Reingold
Art Director.....Harry Goodman
Production Manager.....Chandler Tower
Copy Chief.....Harry Dodsworth
Media Dir. & Radio Time Buyer
Thomas J. Bowen
TV Director.....A. L. Ringquist

Radio-TV Accounts: Hampden Brewing Co., Willimansett, Mass.; Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester, Mass.

EMIL REINHARDT, ADVERTISING

1736 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2408
ABP—ANPA

Owner .....Emil Reinhardt
Account Executives.....James B. Innis, Joseph Connor
Timebuyer, Radio & TV.....James C. Resor

Radio Accounts: Central Bank, Marysville, Calif.; Golden Crust Bakers (Bread), Chico, Calif.; Kilpatrick's Bakery (Bread), San Francisco, Calif.; Old Home Bakers (Bread), Sacramento, Calif.

TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif.; Par-T-Pak Beverage Co. (Soft Drinks), Oakland, Calif.; Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.

JOSEPH REISS ASSOCIATES

101 W. 57th Street, New York, N. Y.
Phone: CI 6-4260
ABP

President .....Joseph Reiss
Copy Chief.....Elizabeth Taubin
Media Director.....Cliff Greene
Radio-TV Time Buyer.....Cecile B. Reiss

Radio Accounts: Aristocrat Leather Products Co. (billfolds), New York, N. Y.; The Lander Company (Dixie Peach hair pomade), New York, N. Y.; Helen Neushaefer, Inc. (cosmetics), College Point, N. Y.

E. W. REYNOLDS LIMITED

145 Yonge St., Toronto 1, Ont., Canada
Phone: WAverly 6157
ABC

Chairman of Bd.....Edward W. Reynolds
Pres., Gen. Mgr.....C. Warren Reynolds
Vice-President.....J. H. Mitchell
Sec. & Treas.....Fred Banks
Art Dept.....Garth Harber
Production Manager.....M. Landmann
Copy Chief.....N. Stuart Walton
Radio Director.....H. E. Karpus
Time & Space Buyer.....Helen Anderson
Account Executives.....H. D. R. Newby, J. H. Mitchell, S. Tucker, D. Kilner

Branch Office
985 Sherbrooke St. W., Montreal, Quebec
Phone: LAncaster 3745
Exec.-in-Charge.....Allan S. Morrison

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone: JU 6-5400
AAAA—ABP—ANPA—APA
NOAB—PPA

Chairman & Pres.....Fletcher D. Richards
Vice-Presidents.....Eugene I. Harrington, Bradley A. Walker, M. J. Casey, J. S. Davidson, Radcliffe Romeyn, Trell Yocum, John S. Williams, E. D. Hill
Sec.-Treas .....Duane W. Beurmann
Vice-Pres. & Media Dir.....E. A. Elliot
Spvrs. Radio-TV Comm.....S. J. Frolick
Radio-TV Prod. Chief...Robert S. Colodzin
Copy Chief.....William L. Russell
Radio & TV Dir.....Edwin S. Reynolds
Time Buyer.....J. M. Kelly

Branch Offices
221 N. La Salle St., Chicago, Ill.
Manager.....Wayne D. Jordan
HARRINGTON & RICHARDS: Division of F. D. Richards, Inc.
256 Sutter St., San Francisco, Calif.
Exec.-in-Charge .....Eugene Harrington
5816 Wilshire Blvd., Los Angeles, Calif.
Exec.-in-Charge.....Greacen Mitchell

Radio Accounts: American Machine & Foundry Co. (Roadmaster Bicycles); Avoset Company; Joseph F. Dixon Crucible Co. (Ticonderoga Writing Pencils); Durham-Enders Razor Corp.; Eastern Air Lines; Foremost Dairies, Inc.; Peter Fox Brewing Co. (Fox DeLuxe Beer); National Sugar Refining Co. (Quaker Cane Sugar); Squirt Beverage Co.; Times-Columbia Distributors, Inc.; United States Rubber Company—Tire Division, Footwear Division, Textile Div., Naugatuck Chemical Div., Fisk Tire Co. Div.

TV Accounts: Avoset Company; Eastern Air Lines; Foremost Dairies, Inc.; Peter Fox Brewing Co.; U. S. Rubber Company—Tire Division, Footwear Div. (Keds).

M. EVANS RICHMOND ADV. AGENCY

127 So. 22nd St., Philadelphia 3, Pa.
Phone: LOcust 7-1674-5

Pres. & Radio Time Buyer
M. Evans Richmond
Art Director.....D. Bowers
Production Mgr.....D. Blaine

Branch Office
230 Boylston St., Boston 16, Mass.
Exec.-in-Charge.....Robert S. Richmond
Yucca Vine Bldg., Hollywood, Calif.
Exec.-in-Charge.....Morey K. Reiss

R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
Phone: WAbash 6039-30

Owner.....R. C. Riebel
Production Mgr.....Gloria Riebel
Radio-TV Director....Robert W. Thompson

Radio Accounts: Bank of Louisville, Cooke Chevrolet Co., Cooke Pontiac Co., Commonwealth Life Insurance Co., Howel Furniture Co., Liberty National Bank & Trust Co., Monarch Auto Co., Hurry-Up-Broadway.

RINGER & ASSOCIATES, INC.

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 7-8131
AAAA—ABP—ANPA—APA—PPA

President .....Lee Ringer
Art Director.....Russell Furstnow
Vice President.....Carl C. Wickstrom

JOHN H. RIORDAN CO.

3670 Wilshire Blvd., Los Angeles 5, Calif.
Phone: MAdison 6-2291

Owner.....John H. Riordan
Art Director.....Elsie Beck
Space & Time Buyer.....Shirley A. Smith
Account Executives.....B. P. Lowry, F. C. McElligot, A. F. Banks

Radio Accounts: Calif. Flyers, Inc., Calif., Doyle Packing Co.

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-5766

Owner .....Dan Rivkin

Radio Accounts: John Kohler (Clothing), Ford Optical Co., Phila.; Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Phila., Pa.; Stanley's Correc. Shoes, Phila., Pa.; Moskin Clothes.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MUtual 6293
ABP—ANPA—APA—PPA

President.....Elwood J. Robinson
Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass

TV Director.....Talbot Johns
Production Manager.....E. McAuliffe
Art Director.....Don Dubois
Media Dir.....R. C. Neuman

Radio-TV Accounts: Cinch Products, Inc. (Cake Mixes, Cornbread Mix), Los Angeles, Calif.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-9760
ABC—ANPA—APA—NOAB—PPA

President.....J. P. Roche
Treasurer.....D. J. Kelly
Vice-Presidents.....J. M. Cleary, S. Weston, Lloyd Maxwell, J. V. Gilmour, John Hayes Kelly, H. M. Collier, M. F. Williamson, W. H. Savin, George Lyman
Radio Director.....Phil Stewart
Time Buyer.....N. J. Cavanaugh

Radio Accounts: Chicago, Milwaukee, St. Paul & Pacific R. R. (The Milwaukee Road), Chicago; Hardware Mutual Casualty Co., Stevens Point, Wis.; John Puhl Products (Fleecy White Bleach), Revere Camera Co. (Revere Cameras & Projector), Stewart & Ashby Coffee Co. (Stewart's Coffee), Chicago; The Studebaker Corp., South Bend, Ind.

TV Accounts: Stewart & Ashby Coffee Co., Chicago; The Studebaker Corp., South Bend, Ind.

ROCK ADVERTISING AGENCY

1165 Broadway, New York 1, N. Y.
Phone: MUrray Hill 9-3850
ABP

Owner-Copy .....Allan Rock
Art Director.....Ken Saco
Space Buyer.....Sally Winston
Radio Manager.....Irwin Winehouse

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarborn 2-0020
ABP—ANPA—APA—PPA—SNPA—NOAB

President.....Walter E. Smith
Exec. Vice-Pres.....Ray H. Reynolds
Vice-President.....Howard N. Smith
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch
Vice-Pres. & Copy Chief...Robert L. Headen
TV Dir. & Prod.....Edward E. Kash
Radio Director.....Lawrence E. DuPont
Time Buyer.....Hazel Joy

Branch Offices

Reserve Loan Life Bldg., Dallas 1, Tex.
Exec. V.P. & Mgr.....R. E. Brooks
Dwight Bldg., Kansas City 6, Mo.
Exec. V.P. & Mgr .....B. G. Wasser

Radio Accounts: Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.

TV Accounts: T. W. Burleson & Son (Honey), Waxahachie, Texas; 1st Nat'l Bank in Dallas, Dallas, Texas; Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; S. E. Mighton Co. (Doggie Dinner Dog Food), Bedford, Ohio; Employers Assn. of Chicago (Industrial Relations), Chicago, Ill.

ROIZEN & RICH, INC.

291 Delaware Ave., Buffalo 2, N. Y.
Phone: MAdison 5915
AAAA—ABP—ABC

President .....Manus Roizen
Vice-President.....Arthur H. Rich
Radio-TV Dir.....David I. Levy

Radio Accounts: Magnus Beck Brewing Co. (Beer, Ale), Buffalo, N. Y.; Music House (Radios, Phonographs, TV), Buffalo, N. Y.; Neuman Motors, Inc. (New Car Dealer), Buffalo, N. Y.; Parkside Furniture Co. (Furniture Store), Buffalo, N. Y.; Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Sattler's, Inc. (Department Store), Buffalo, N. Y.; Saul's Auto Sales, Inc. (New Car Dealer), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.; Reddy Pharmacal Co. (Cough Syrup), Buffalo, N. Y.; Rich Products Corp. (Dessert Topping Mfr.).

TV Accounts: Magnus Beck Brewing Co. (Beer, Ale), Buffalo, N. Y.; Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Sattler's, Inc. (Department Store), Buffalo, N. Y.; Studebaker Dealers Assn. (Studebaker), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.; Reddy Pharmacal Co. (Cough Syrup), Buffalo, N. Y.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Can.
Phone: University 6-9471
AAAA—ABC—ANPA—CAAN

President.....Russell C. Ronalds
Vice-President.....F. deB. Walker
Treasurer..... Angus Ahern
Radio Director.....Frank Starr
Asst. to Radio Director.....S. B. Hayward
108 Peter St., Toronto, Can.
Vice-President & Radio Dir.....R. J. Avery

Radio Accounts: Dominion Government (Army, Canada Savings Bonds), Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Bovril (Canada) Ltd. (Bovril), Canadian Arena Co., Bristol Myers of Canada, Ltd., Montreal; Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp.,

Toronto; Elizabeth Arden of Canada, Ltd., McColl-Frontenac Oil Co., Ltd., Boots Pure Drug Company (Canada), Ltd. (Catarrh Capsules), Canadian Shaler Company (Rislone Motor Oil), Fueloil & Equipment Co., Ltd. (Timken Oil Burners), Louis K. Liggett Co., Ltd. (Drug Prescriptions), Harco Laboratories, Limited (Rybutol), Wm. R. Warner & Co., Ltd. (Sloan's Liniment).

CHARLES EDSON ROSE CO.

6570 Sheridan Rd., Chicago 26, Ill.
Phone: HOllycourt 5-8000
ANPA—PPA—ABP—AFA

Owner.....Charles E. Rose
Art Dir.....Norman Helford
Space & Radio Time Buyers. William Perry, T. Goodyear

Radio Accounts: Charms & Cain, H. C. Evans & Co., Winkenweder & Ladd, Inc., Elron Co., Lombardo Wine Co.

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, O.
Phone: TOwer 1-6171

Pres., Treas., Radio Dir. William Ganson Rose
Vice-Presidents.....Frank Pelton, L. C. Brown
Prod. Mgr.....Ina M. Peters

Branch Office
3719 Reading Rd., Cincinnati 29, O.
Manager.....L. C. Brown

Radio Accounts: Bailey Co., Cleveland Foundation, Higbee Co., Mass. Mutual Life Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 W. 46 St., New York 19, N. Y.
Phone: LUxemburg 2-3550
ABP—ANPA—APA

President.....Irl W. Rose
Secretary-Treasurer.....John B. Martin
Media Director.....G. M. Rundbaken
Vice-President.....Vaughn G. Hannington
Production Manager.....John A. Boulle
Art Director .....Andrew K. Nelsen
Comptroller & Off. Mgr....H. J. Carmichael
Account Executive.....Irl W. Rose 2nd, Vaughan C. Hannington, John A. Boulle

Radio Accounts: Public National Bank & Trust Co. of New York.

IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.
Phone: Oregon 9-1926

Buyer .....Irving Rosen
Production Mgr.....E. Wayne

Radio Accounts: Fur Dressers & Fur Dyers Assn., The Wenley Co., New York, N. Y.; Ask Pharmacal Co., Astoria, L. I., N. Y.

A. JAMES ROUSE CO.

521 N. LaCienega Blvd.,
Los Angeles 48, Calif.
Phone: BRadshaw 2-5608
ABP—APA

Owner—Radio Dir.....A. James Rouse
Art Director.....John Fish

Radio Accounts: B.F.P. Enterprises (Toys); House of Fabrics (Fabrics), Los Angeles, Cal.

RUDER & FINN

32 E. 68th St., New York, N. Y.
Phone: TRafalgar 9-3600

Partners.....David Finn, William Ruder
General Manager.....Hyman Wagner
Art Director.....Jay Genser
Copy Chief.....Jeanne Cornell
Publicity Director.....Paul B. Zucker
Radio-TV Director.....Rene Schenker

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
Phone: BAker 7900
AAAA—ABP—ANPA

President.....C. L. Rumrill
Treas. & V.P.....H. R. Hanson
Vice Presidents.....N. A. Gallagher, G. M. Prince, W. T. Jensen
Secretary.....G. G. Wallington
Radio-TV Director.....Alan Brown

Radio Accounts: Brighton Place Dairy, Community Savings Bank, Rochester, N. Y.

TV Accounts: Community Savings Bank, Union Trust Company.

LOWE RUNKLE CO.

1305 Liberty Bank Bldg., Okla. City 2, Okla.
AAAA—ABP

President .....Lowe Runkle
Secretary .....Irene Gammel
Production Mgr.....Ray Cooley
Acct. Execs....Harold Kranz, Roger Pishny, Howard Neumann
Radio-TV Dir.....Maury Ferguson
Film Director.....Monty Mann

Radio Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Local Federal Savings and Loan; Liberty National Bank & Trust Co. (Banking); Merit Mills Division Ralston Purina Co. (Livestock & Poultry Feeds); Arkansas City Flour Mills (Flour), Arkansas City; Kans.; Dulaneys, Inc. (Appliance Distributors); Big Red Warehouse (Furniture, Retail); Simpson Auto Co. (Ford dealer).

TV Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank & Trust Co. (Banking); Grady Musgrave (Home Builder); Dulaneys, Inc. (Appliance Distributor); Big Red Warehouse (Retail Furniture); Southwestern Bell Telephone Telephone service); Ralston Purina Co. (Purina Chows), St. Louis, Mo.; Oklahoma Publishing Co. (Newspapers).

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 6-6400
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

Chairman of the Board...Frederick B. Ryan
President .....Frederick B. Ryan, Jr.
Exec. V.P.....Robert M. Watson
Senior V-P & Treas.....Cal J. McCarthy
V-P & Asst. Treas.....J. B. Bell
V-P. Dir. of Radio & Tel...Thomas G. Slater
Network Rel. & Bus. Mgr.....Grant Y. Flynn
Supvsr. Creative Activity.....Sidney Slon
Production Mgr.....John Cole
Dir. of Canadian Radio &
TV Publicity.....Louis de Milhau
Dir. of New Program &
Talent Development.....Henry Frankel
Asst. Producer.....Roly Howe
Casting Director.....Barbara Berlin
Exec. Prod. TV Film Comm.....Pud Lane
TV Asst. Producer.....Gloria Shaffer
Dir. Radio-TV Continuity.....Frank Dennis

Branch Offices
360 North Michigan Ave., Chicago 1, Ill.
Phone: FINancial 1833

Western Manager.....Paul E. Watson
Chicago Manager.....William P. Littell
Sr. Vice-President .....P. E. Watson
Sr. Vice-President .....W. P. Littell
Director Radio & TV.....R. W. Metzger
Vice Pres.....N. E. Heyne
Producer (TV) .....Lee Randon
Producer (AM) .....Warren Johnson
Producer (TV-AM) .....Frank Blotter
Producer (TV) .....James Taylor
Producer (AM-TV).....Walter Daspit

Branch Offices
7430 Second Blvd., Detroit 2, Mich.
Vice-President .....Tod Reed
Carew Tower, Cincinnati 2, Ohio
Vice-Pres. & Manager.....John L. Magro
505 N. Ervay St., Dallas, Texas
2650 University Ave., St. Paul 4, Minn.
Mgr.....James R. Rahders
Manager .....Roger Bacon
812 Olive Street, St. Louis 1, Mo.
Senior Vice-Pres. .....Oscar A. Zahner
Gulf Oil Bldg., Houston 2, Texas
Vice-Pres. & Mgr.....W. Van A. Combs
N. Life Tower, Seattle 1, Wash.
V.P. & Manager.....F. G. Mullins
235 Montgomery St., San Francisco 4, Cal.
V.P. & Manager.....John L. Harvey
1680 No. Vine St., Hollywood 28, Cal.
V.P. & Manager.....J. H. Weiser
2 Toronto St., Toronto, Ontario
Manager .....Gordon Ralston

Radio and TV Accounts: Adler Co., Allied Florists of Chicago, American Airlines, American Kitchens, Autopoint Co., Baldwin Piano Co., Beltone Co., Brown-Forman Co., Burgess Batteries, Capitol Fritos Inc., Chasers Inc., Comfort Mfg. Co., Delaware, Lackawanna & Western Coal Co., Demert and Dougherty, Dr. Pepper Co., Druggists Supply Corp., Electric Auto-Lite Co. of Canada, Emery Industries Inc., Encyclopedia Britannica, Fehr Baking Co., Florence Stove Co., Fritos Inc., Galveston-Houston Breweries, General Shoe Co., Goodall Fabrics Inc., Greisedieck Brothers Brewery, Hancock Oil Co., Horlicks Corp., Kentile Inc., Krey Packing Co., Lewis-Howe Co., Thomas J. Lipton, Thomas J. Lipton, Ltd., MacFadden Publications Inc., Markus Campbell Co., Motorola, Inc., Arthur Murray School of Dancing, Nalley's Inc., Norito Co., Old Reading Brewery, OshKosh B'Gosh Inc., Pacific Coast Paper Mills, Pacific Finance Corp., Palm Beach Co., Pepsodent Company of Canada, Ltd., Pharma-Craft Co., Reddi-Wip Co., Morris B. Sachs, Safeway Stores, Sperti Biodyne Inc., A. E. Staley Mfg. Co., Toledo Steel Products Co., Turco Products Inc., United Wallpaper Co., Visking Corp., Western Reddi-Wip Co., Wolverine Shoe and Tanning Corp., William Wrigley, Jr. Co., Yale & Towne Mfg. Co., Zonolite Co.

LEWIS EDWIN RYAN

726 Jackson Pl., N.W., Washington 6, D. C.
Phone: Re. 7-7606
AAAA—ABP—ANPA—ABC

Owner .....Lewis Edwin Ryan
Exec. Secretary.....Laura D. Baker
Comptroller.....Preston B. Coiner
Radio TV Div.....William J. Green

BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19, N. Y.
Phone: PLaza 9-5141
ABP—ANPA—APA—NOAB—PPA

President .....Ben Sackheim
Vice-Pres.....George B. Pampel
Vice-President.....Herbert L. Steiner
Secretary.....R. E. Williams
Treasurer .....Murray Miller
Copy Chief.....Anne Green
Art Director.....Arthur Singer
Production Manager.....Hugh A. Gigante
Fashion Promotion Director..Ruth Hammer
Radio-TV Dept.
Research Director.....Sylvia Sackheim
Assoc. Res. Dir.....Robert E. Williams
Radio & TV Time Buyer.....Larry Donino
Account Executives.....Jerome G. Hahn, Ezra Millstein, George B. Pampel, Glenda Sullivan, Herbert L. Steiner, Lillian Lang, Ted Gravenson

Radio Accounts: The Autoyre Company (Kitchen and Bathroom Accessories), Oakville, Conn.; Amalgamated Clothing Workers of America; Peter Pan Foundations, Inc. ("Merry-Go-Round" Brassieres), Miss Swank, Inc. (Slips and Pajamas), New

York, N. Y.; Davega Stores Corp., New York; Flex-Let Corp. (Flex-Let Watch Bands & Beau Brummel Men's Jewelry), E. Providence, R. I.

TV Accounts: Davega Stores Corp. (Retail Sporting Goods and Appliance Chain); Flex-Let Corp., E. Providence, R. I.; Lydia O'Leary, Inc. (Covermark, Spot-stik & Other Cosmetics), New York, N. Y.; Peter Pan Foundations, Inc. (Brassieres), New York; Vita Food Products, N. Y.; Vulcain Watch Co., New York.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 5-1180
ABP—ANPA—PPA—ABC

President .....Maubert St. Georges
Exec. V.P., Radio Dir...Stanley J. Keyes, Jr.
Vice-President.....John L. Fitzgerald
Vice-Pres.-Art Director...Alfred A. Anthony
Vice-Pres.-Copy Chief.....Ward Seeley
Production Manager.....William Korcak
V.P., Media Dir.....James J. Freeman
Publicity Directors.....S. B. Garretson, Torrey Stearns

Branch Offices
2112 N. Charles St., Balitmore 18, Md.
Phone: Belmont 2083

Manager..... Arthur Booth

Radio Accounts: Davison Chemical Corp., Baltimore, Md.; Hall-Howard (Davco fertilizer), Baltimore, Md.

TV Accounts: Revere Copper and Brass (Revere Ware); Eppens, Smith Co., Inc. (Holland House Coffee), N. Y. C.; Romanoff Caviar Co. (beef tea), N. Y. C.

RICHARD SALINGER, ADV.

99 Chauncey St., Boston 11, Mass.
Phone: LI 2-5332

Pres., Copy Chief, Rep. & Radio Time Buyer.....Richard Salinger
Art, Media, TV & Publ. Dir...Irving I. Sacks
Prod. Mgr., Research Dir.....Jos. W. Bourke

Radio Accounts: Kussell Furs, Lehrburger & Asher (Furs), Stasey-Moore (Furs), Touraine Stores (Women's Specialty), Kay Jewelry, Co., Boston, Mass.

TV Accounts: Lehrbuger & Asher (Furs), Boston, Mass.

SALOW & ASSOCIATES

30 Howe Ave.., Passaic, N. J.
Phone: GRegory 3-1414
ABP—ANPA

President.....H. Harvey Salow
Art Director.....Thomas Cuffari
Copy Chief.....Charles Gulick
Production Dir.....Donald Canter
TV & Radio.....Paul Josephson
Media Director.....Josephine Catarzard

Radio Account: Arrow Elec. Corp. (appliances), Clifton, N. J.

TV Accounts: Tel-O-Tube Corp. (cathode ray tubes), E. Paterson, N. J.; Awnair Corp. of Amer. (metal awnings), Wayne, N. J.; Hanlon & Goodman (paint brushes), Belville, N. J.

WALKER SAUSSY ADVERTISING

823 Perdido St., New Orleans 12, La.
Phone: Magnolia 3218
ABP—ANPA—NOAB—PPA—SNPA

Owner .....Walker Saussy
Account Executives.....Moise Bloch
Charles Bloom, II, P. J. Stakelum, Jr., J. C. Shields, Jr., Suzanne Saussy

Radio Accounts: American Brewing Co. (Regal Beer), New Orleans, La.; Elmer Candy Co. (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Petrolane Gas Co. (Butane & Propane Gas), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), L. A. Frey & Sons (meat products); Reily & Co., Inc. (Luzianne Coffee & Tea).

TV Accounts: American Brewing Co. (Regal Beer), New Orleans, La.; Elmer Candy (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Henderson Sugars; Hibernia Homestead (Building Loans); Gallagher Transfer Co.

FRANK B. SAWDON, INC.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 5-2516

President.....Frank B. Sawdon
V-P, Radio-TV Dir.....Jerry Bess
Secretary.....Victor Sawdon
Acct. Execs.....Phyllis C. Sawdon, Gustav A. Havermeyer

Branch Office
75 E. Wacker Drive, Chicago, Ill.
Phone: Dearborn 2-0826

Office Manager .....Marty Hogan

Radio Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.; Bond Television Mfrs.

TV Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480
ANPA—APA—PPA

President..... Julius Scheck
V. P. & Treas.....Morris Scheck
V. P., Radio-TV Dir.....E. Grant Scheck
Prod. Mgr., Art Dir.....Henry R. Scheck
Copy Chief .....Carlton S. Smith
Space Buyer.....Frank M. Craumer
Account Executives....William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck.

Radio Accounts: Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.; Reddi-Wip Corp. of N. J. (Reddi-Wip Topping), Harrison, N. J.; Marlon Confectioners Corp., N. Y. C.

TV Accounts: Fischer Baking Co. (Baked Goods), Hanovia Chem. & Mfg. Co. (Health Lamps), Newark, N. J.; Michaels Bros. Dept. Store, New York; Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware); Holiday Motors, Newark, N. J.

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARmitage 6-1600

Pres., Media Dir., Space Buyer ..... Sydney R. Raike
Vice-Pres. ..... J. E. Schenker
Art Dir. ..... M. Rickabaugh
Radio Time Buyer & Prod. Mgr.
Space Buyer ..... C. D. Domin
Account Executives ..... S. R. Raike, J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 7, Calif.
Phone: MIchigan 2396

Owner ..... T. D. Scholts
Radio-TV Dir. ..... Ruth S. Arnot
Art Director ..... L. G. Myhro

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4813-4-5
ABP—ANPA—APA—NOAB—PPA

Pres. & Treas. ..... Gordon Schonfarber
Vice-President ..... Russell C. Edwards
Secretary ..... Amanda C. J. Olsson
Radio & TV Director ..... Claire R. Grenier

Radio Accounts: Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; United Electric Railways (Public Transit), Providence, R. I.; Washington Trust Co. (Commercial Bank), Westerly, R. I.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone: DEarborn 2-1815
AAAA—ABP—ANPA—ABC

Pres. & Treas. ..... R. J. Scott
Vice-Pres. ..... W. Schwimmer
Copy Chief ..... L. Krakover
Time Buyer ..... E. Vanderploeg
Art. Dir. ..... A. Thaler
Secretary ..... H. Heilig

Radio Accounts: Chicago Stadium, Congress Cigar Co., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Hawthorne-Mellody Farms Dairy, National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; London House Rest, F. & F. Laboratories (Cough Lozenges), American Frigid Dough Co. (Frozen Foods), Citrus Products Co. (Kist-Bottled Orange Juice), Red Dot Foods, Inc., Madison, Wisc.; Boyer International Lab./H. A. Hair Arranger, Chicago; Buddy Boy Popcorn Co., Chicago; Consolidated Royal Chemical Co. (Krank's Shave Kreme); Little Dutch Candy Shops, Chicago.

J. B. SEBRELL ADV. AGENCY

300 S. Los Angeles St., Los Angeles 13, Calif.
Phone: Madison 6-9397
ABP—APA

Owner & Director ..... J. B. Sebrell
Media ..... P. W. Thomas
Acct. Executives ..... Harry Page, K. T. Pyle

Radio-TV Accounts: Eject Donut Sales (Donut Makers), Children's Mart (Toys).

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
Phone: DELaware 7-1045
ANPA—APA—PPA

President ..... Freeman Keyes
Exec. Vice President ..... George Bayard
Vice-Presidents ..... A. D. Keyes, Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Fred W. Swanson
Treasurer ..... Jack Harding
Secretary ..... E. V. Owen
Director of Res. ..... James Witherell
Art Director ..... Jerry Bryant
Time Buyer ..... Merle Myers
Space Buyer ..... A. H. Bergsten
Radio-TV Director ..... Jack Simpson

Branch Offices

Lemcke Bldg., Indianapolis 4, Ind.
Phone: Market 1395
V.P. in Chg. ..... Paul Richey

1469 N. Vine St., Hollywood 28, Calif.
Phone: Hudson 2-1188
Manager ..... Lionel C. Place

Radio Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Wings Cigarettes, Tube Rose Snuff, Bugler Tobacco, Avalon Cigarettes), Louisville, Ky.; H. Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; Fitzpatrick Bros. (Kitchen Klenzer, Automatic Soap Flakes), Chicago, Ill.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Bowes Industries, Inc. (Bondware Plastic Coated Paper Dishes).

TV Accounts: The Procter & Gamble Co. (Tide), Cincinnati, O.; Fitzpatrick Bros. (Kitchen Klenzer).

ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.
Phone: TRinity 3445
AAAA—ANPA

Owner, Mgr.....Dorothy Segar
Sec.-Treas., Radio Dir.....D. D. Segar
Acct. Exec.....Oliver Reid

Radio Accounts: Geo. B. Wallace Co., (Buick dealers & service); Niklas & Son (flowers).

FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.
Phone: GArfield 1-0360
ABP—ANPA

Owner-Acct. Exec.....Frederick Seid

THE JAMES C. SEIX CO.

345 Madison Ave., New York, N. Y.
Phone: MUrray Hill 6-6368

Pres. & Time Buyer.....James C. Seix
Art Director.....Corienne Abbazia
Media Director.....Walter B. Rios
Publicity Dir.....Mallory Dorn
Account Executives.....James C. Seix, Lue H. Witt, P. J. Rosaly, Frank Whalen

SEWELL, THOMPSON & CAIRE

852 Carondelet St., New Orleans, La.
Phone: Tu 2251
SNPA—ABP

President .....Granville Sewell
Vice-Pres...R. V. Caire, Kenneth Thompson
Production Mgr.....E. Leone

SHAFFER, BRENNAN, MARGULIS ADV. CO.

4 No. Eighth St., St. Louis 1, Mo.
Phone: MAin 2579
ANPA—APA—PPA

Partner-Space Buyer-Radio Dir. Sam B. Margulis
Partner-Space Buyer.....S. I. Rosenfeld

ED SHAPIRO ADVERTISING

1524 Chestnut St., Phila. 2, Pa.
Phone: LO 4-2877
ANPA—ABP

President .....Edward Shapiro
Vice-Presidents.....H. H. Shapiro, Leonard Goldsmith, Elinor L. Brown, J. Rensel
Secretary .....Martin Sacks
Media Dir.....R. Goddes

Branch Office
Empire State Bldg., New York, N. Y.
Phone: BRyant 9-5636

JOHN W. SHAW ADVERTISING, INC.

716 N. Rush St., Chicago 11, Ill.
Phone: MOhawk 4-6323
ANPA—APA—PPA—NOAB

President & Treas.....John W. Shaw
Secretary.....Augusta Young
Copy Chief.....David E. Guerrant
Media Dir.....Ann Shaffer
Time Buyer.....Sylvia Slive

Radio Accounts: Jacob E. Decker & Sons (Div. of Armour & Co.) (meat), Mason City, Iowa; Drummond Packing Co. (Div. of Armour & Co.) (meat), Eau Claire, Wis.; Armour & Co. (Dial Shampoo), Chicago; International Milk Processors, Inc. (canned milk), Chicago.

TV Accounts: Armour & Company (Dial Shampoo), Chicago; H. H. Hixson & Co. (coffee), Chicago.

J. WILLIAM SHEETS

Central Bldg., Seattle 4, Wash.
Phone: Main 2442
ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets

Radio Accounts: Skinner & Eddy Corp.

K. E. SHEPARD ADV. AGENCY

75 East Wacker Dr., Chicago 1, Ill.
Phone: ANdover 3-5966
ABP—APA

President.....Kenneth E. Shepard
Vice-President.....B. F. Homan
Prod. Mgr.....B. Shepard

Radio Accounts: Wilson & Co., National Assn. of Homebuilders.

SHERMAN & MARQUETTE

919 North Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-8000
AAAA—ANPA—APA
NOAB—PPA—ABP

Partners..Arthur Marquette, Stuart Sherman

Branch Office
10 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-6400

Radio & TV Dir.....Wm. B. Templeton

Radio-TV Accounts: Colgate-Palmolive-Peet Co. (Ajax Cleanser, Cashmere Bouquet Face Powder, Colgate Shave Creams, Colgate Talcum Powder, Colgate Tooth Powder, Cashmere Bouquet Soap, Halo Shampoo), Jersey City, N. J.

SILTON BROTHERS INC.

131 Clarendon St., Boston 16, Mass.
Phone: CO 7-3730
ABP—ANPA—AFA—PPA

President.....Myron L. Silton
Exec. V.P.....Jason N. Silton
Treas.....Ramon N. Silton
V.P. Art.....Andre B. Paquette

Radio Accounts: Craftsman Insurance Co. (A. & H. Insurance), Boston; Rex Venetian Blind Co. (Venetian Blinds), Boston; Hotel Kenmore (Hotel), Boston; Spencer Shoe Stores (Footwear), Boston.

TV Accounts: Rex Venetian Blind Co. (Venetial Blinds), Boston.

SIMON & GWYNN

Commerce Title Bldg., Memphis 3, Tenn.
Phone: 5-2404
SNPA—ANPA—APA—NOAB—ABP
Partners.....Milton Simon, H. N. Gwynn
TV Director.....W. E. Davidson, Jr.
Branch Office
930 Stahlman Bldg., Nashville, Tenn.
Phone: 5-8909
Chief Exec.....G. K. Leckie
Radio-TV Accounts: American Snuff Co., Donald Furniture Co., The Humko Co., Robilio & Cunco (Ronco Foods), American Tea & Coffee Co.

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000
AAAA—ANPA—APA—PPA
President-Treas.....Leonard N. Simons
VP & Sec.....Lawrence J. M. Michelson
Prod. Mgr.....Arthur H. Copland
Space Buyer.....C. Allison Belcher
Art Director.....Al Sielaff
Radio Accounts: Cunningham's Drug Stores (Drug, etc.), Koepplinger Bakery (Baked Goods), Krun-Chee Potato Chips (Potato Chips), Pretzels), Marine Foods, Inc. (Pepe Herring), Detroit, Michigan; Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor's Inc. (Dodge-Plymouth), Detroit, Michigan; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); Gerson's Inc. (Jewelry); People's Outfitting Co. (Dept. Store).
TV Accounts: Cunningham's Drug Stores (Drugs, etc.); Dossin's Food Products (Pepsi Cola); Koepplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); People's Outfitting Co. (Dept. Store); Sealy Mattress Co. (Mattress Mfg.); Taylor's Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); Marine Foods, Inc. (Pep-E Herring).

R. C. SMITH & SON, LTD.

80 King St., W., Toronto, Ont.
Phone: EMpire 4-9396
President.....Adam F. Smith
Secretary.....M. A. Stoakley
Treasurer.....M. M. Marugg
Space Buyer.....M. E. Craven
Managing Director.....G. A. Phare
Account Execs.....H. T. McConkey, R. G. Fitzpatrick

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.
Phone: Jackson 2163
APA—SNPA—ANPA
Pres. & Treas.....W. J. Smith
Vice-Pres. & Secy.....G. B. Smith
Media Dir. & Copy Chief.....H. D. Peltier
Radio Dir.....I. M. Diebold
Account Executives.....R. L. Davis, P. M. Shaughnessy, H. D. Peltier, W. J. Smith
Radio Account: Peerless Mfg. Co.

SMITH & BULL ADV. AGENCY

6642 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmpstead 5671
ABP—ANPA—NOAB—CNPA
Partner.....V. R. "Dick" Smith
Partner .....Frank Bull
Gen. Mgr., Acct. Exec.....Mel R. Roach
Time Buyer.....Jane T. Darden
Space Buyer.....Marion Vilmure
Radio & TV Supervisor..Richard T. Parker
Radio Accounts: Seaboard Finance Company (Finance); Triangle Publications (Racing, Western Division); Marshall & Clampett (Autos), Los Angeles, Calif.; C & B Company Western Town (Toys); Western Harness Racing Assoc. (Racing), Los Angeles, Calif.; Los Angeles Rams (Football), Los Angeles, Calif.
TV Accounts: Seaboard Finance Company (Finance); Marshall & Clampett (Autos), Los Angeles, Calif.; C & B Co. Western Town (Toys); Los Angeles Rams (Football).

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATlantic 1-9312
ABP—ANPA—APA—PPA
President.....Ronald P. Taylor
Chairman of the Board..Robert M. Jenkins
Television Dir.....Thomas J. MacWilliams
Radio Director.....Les Sterne
Production Assistants.....Tom Cadden, Dick Pearson

SON DE REGGER ADV. AGENCY

1020 Locust St., Des Moines, Ia.
Phone: 3-3185
ANPA—APA—ABP
President, Space Buyer, Radio Time & Acct. Exec.....Les Son De Regger
Secretary.....A. H. Son De Regger
Art Dir.....D. D. Neal
Prod. Mgr.....Joseph Daniels
Radio Accounts: National Soap & Refining Co., Grocers Wholesale Co.

SORENSEN & CO.

430 No. Michigan Ave., Chicago, Ill.
Phone: Delaware 7-5030
ABP—ANPA—PPA—NOAB
President.....Roy A. Sorensen
Art Dir.....W. D. MacCourt
Space Buyer.....Dorothy Samer
Radio Accounts: Bowey's, Inc., J. P. Harding Restaurants.

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.
Phone: 3-4789

Pres., Treas. & Radio Time Buyer ..... C. Jerry Spaulding
Secretary ..... H. H. Hartwell
Art Director ..... Harvey Ball
Prod. Mgr. ..... Charles Rice
Acct. Execs. ..... Robert F. Hayward, Robert B. Hanna

Radio Accounts: Coronado Hotel, People's Savings Bank, Mechanics Savings Bank, Worcester Brewing, Fitzwel Girdles.

RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4407
ABC—ABP—ANPA—AFA

President ..... Raymond Spector
General Manager ..... Bert Schwartz
Art Director ..... Irving Trabich
Copy Chief ..... Ishmael McCullough
Production Manager ..... Richard Scott
Dir. of Pub. Rel. ..... Millie T. Trager
Radio-TV Manager ..... Cal Morris
Radio-TV Dept. Head ..... Don Blauhut

Branch Office
1655 N. Cherokee, Hollywood 28, Calif.
Phone: Hempstead 8212

Chief Executive ..... Richard Gottlieb

Radio-TV Account: Hazel Bishop, Inc. (Lipstick and Complexion Glow), New York, N. Y.

WILLIAM SPITZ & CO., INC.

114 So. Warren St., Syracuse 2, N. Y.
Phone: 2-7228
ABP—ANPA

Owner, Acct. Exec. ..... William Spitz
Art Director ..... Wayne J. Lewis
Copywriter, Research ..... Janet R. Lyman
Production Mgr. ..... Elmer E. Foote
Space & Time Buyer ..... Diane I. Davis

Radio Accounts: Community Home Improvement Co. (food-freezer plan, roofing, siding), Syracuse; Empire Card Company (greeting cards), Elmira; Fair City Savings & Loan Ass'n., Syracuse; Forsythe Motors Corp. (Dodge-Plymouth dealer), Syracuse; Grange Silo Co., Inc., Red Creek; Greenways, Inc. (beer, ale), Syracuse; Hofmann Packing Co., Inc. (meat products), Syracuse; Mohican Stores, Inc., Syracuse & Auburn; Oswego Soy Products Corp., Oswego; Pilgrim Packing Company (meat products), Syracuse; Syracuse Card Company (greeting cards), Syracuse; Syracuse Glass Company (store fronts, mirrors), Syracuse; Syracuse Nationals Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco dog & cat food), Fair Haven; University College of Syracuse University (Adult Education Division), Syracuse; Virden Company (food brokers).

TV Accounts: Community Home Improvement Co. (food-freezer plan, siding), Syracuse; Nedick's, Inc., New York; Onondaga Supply Co., Inc. (appliances), Syracuse; Spector-Genesee Motor Sales, Inc. (Cadillac-Oldsmobile dealer), Syracuse; Syracuse Nationals Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco dog & cat food), Fair Haven; Virden Company (food brokers), Syracuse.

SPITZER & MILLS LIMITED

50 King Street W., Toronto 1, Can.
Phone: EMpire 6-2811

President ..... G. F. Mills
Exec. Vice-Pres. ..... J. W. Spitzer
Gen. Mgr. & Sec.-Treas. ..... W. H. Reid
Radio Director ..... T. R. Hart
Account Executives ..... J. R. Charles, F. J. Collins, W. G. Wallace, P. R. L. Charles, L. F. McCartney, G. M. MacDonald, R. W. Saunders, A. S. Rutter

Branch Office
Dominion Sq. Bldg., Montreal, Quebec
Phone: Harbour 9147

Vice-Pres. ..... V. L. Hanna
Acct. Exec. ..... D. McCrimmon
Radio Director ..... P. E. Corbeil

Radio Accounts: Bata Shoe Company of Canada Ltd. (Kent Shoe Stores), Batawa, Ontario; Bell Telephone Co. of Canada (Yellow Pages), Montreal, Quebec; Canadian Cellucotton Products Company Limited (Kleenex), Niagara Falls, Ontario; Coleman Lamp & Stove Co. Ltd. (Lamps & Stoves), Toronto, Ontario; Colgate-Palmolive-Peet Company Limited (Soap Products), Toronto, Ontario; Fruitatives Products Ltd. (Fruitatives), Hull, Quebec; John Inglis Co. Limited (Consumer Goods), Toronto, Ontario; Pacific Meat Ltd. (Meat Products), Vancouver, B. C.; The Quaker Oats Co. of Canada Ltd. (Aunt Jemima and Quaker Grain Products), Peterborough, Ontario; J. Arthur Rank Film Distributors (Canada) Limited; RCA Victor Co. Ltd. (Electrical Appliances), Montreal, Quebec; The Toni Company a Division of the Gillette Safety Razor Company of Canada Limited (Home Permanents and Shampoos), Montreal, Quebec.

BARTON A. STEBBINS ADVTG.

1250 Wilshire Blvd., Los Angeles 17, Calif.
Phone: Trinity 8821

Owner ..... Barton A. Stebbins
Acct. Execs. ..... A. W. Gudelman, Nat Jeffras
Time Buyer ..... A. W. Gudelman
Program Director ..... E. C. Bloodworth

Radio Accounts: Brewster's Food Supplement, Los Angeles; Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Harrison Pharmaceutical Dist. (McClarren's hair preparation), Los An-

geles; Leslie Pharmaceutical Dist. Co. (Durell reducing aid), Los Angeles; Signal Oil Company (gasoline), Los Angeles; Sleep-Eze Co. (Sleep-Eze), Los Angeles.

TV Accounts: Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Harrison Pharmaceutical Dist. (McClarren's), Los Angeles; Leslie Pharmaceutical Dist. Co. (Durell), Los Angeles; Signal Oil Company (gasoline), Los Angeles.

STERLING ADV. AGENCY, INC.

535 5th Ave., New York 17, N. Y.
Phone: MUrray Hill 7-3400
ANPA—PPA

Chairman of Board.....S. M. Broun
President.....Joseph S. Edelman
Secretary, Space Buyer.....William Forray
Treasurer .....Herbert Goldsmith
General Mgr.....Arthur Booth
Radio-TV Director .....Myron L. Broun

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.
Phone: 5-0339

Owner.....Fred D. Stevens

Radio Accounts: Wicks & Greenman, Cornhill Bldg. & Loan Assn.

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: Dunbar 5600, 01, 02, 03
AAAA—ABC—ABP—ANPA

Pres. & Treas.....William Z. Burkhart
VP, Sec. & Copy Chief.....Ranald S. West
VP & Dir. of Sales.....Joseph D. Nelson, Jr.
VP & Dir. TV Dept.....C. Thomas Martin
VP & Dir. TV Media...Robert A. McDowell
Dir. TV Production.....Gene Starbecker
Asst. Dir. TV Production.....Fred Golt
Mgr. Radio & TV Off., N. Y...Richard Dunn
Mgr. Radio Prod.....Minor Raymond, III
TV & Radio Time Buyer.....James Gray

Branch Office

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-6077

Manager .....Frank Flagg

Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; United States Shoe Corp. (Red Cross Shoes & Cobbies), Cincinnati, O.

TV Accounts: United States Shoe Corp. (Red Cross Shoes), Cincinnati, Ohio; Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; Fulham Fish Co. (Four Fisherman frozen fish), Boston, Mass.

STORM ADVERTISING COMPANY

210 Hiram Sibley Bldg., Rochester, N. Y.
Phone: Baker 9140, 9149

Pres., Treas.....Morry Storm
V.P.-Radio & TV Dir. &
Acct. Ex.....Jean Schantz
Prod. Mgr.....Norman Ludlow, Jr.
V.P. & Art. Director.....Vincent Marcone
Office Mgr.....Thelma Prinzivalli

Radio and TV Accounts: Alling and Miles, Inc. (automobiles), Rochester; Cool Chevrolet Corp., Rochester; Harry Forman Cl. Company (men's clothing), Rochester; Gioia Macaroni Company (manufacturers of macaroni products), Buffalo; Hudson Dealers of Monroe City, Rochester; International Home Improvement Co. (construction), Rochester; Harry Levin Company (women's clothing), Rochester; Noah's Ark (accessories), Rochester; Vaisey-Bristol Shoe Company, Inc. (manufacturer of children's shoes), Rochester; Wolk Brothers (automobiles), Rochester; Perma-Stone Rochester Corp. (construction), Rochester; Snyder's Seat Covers, Rochester; Westinghouse Electric Supply Co. (appliances), Rochester, Syracuse; Designs Publishing Company, N. Y. C.; Alhart's Electric Company (appliances), Rochester; Bickford Brothers (appliances), Rochester; Cramer Drug Company (drugs), Rochester; Currewood, Inc. (construction), Rochester; B. Forman Company (women's clothing), Rochester; Schaeffer's Jumping-Jack Bootery (children's shoes), Scranton, Pa.; John T. Nothnagle, Inc. (real estate), Rochester; People's Outfitting Co. (furniture & appliances), Rochester; Max Pies (rugs), Rochester; Rochester Radio Supply Co. (radios and radio parts), Rochester.

STORM & KLEIN, INC.

331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4460
ANPA—PPA

Chairman Exec. Com.....Charles M. Storm
President, Secretary.....Allston E. Storm
Executive Vice-Pres., Treas...Edward Klein
V.-Pres. & Research Dir....Harry Chapperon
Time Buyer.....Arthur J. Klein
Art Director.....Frederick Widlicka

Radio Accounts: The Tintex Company, New York City (Tints and Dyes); Park & Tilford, New York City (Perfumes and Cosmetics).

DANIEL F. SULLIVAN CO.

216 Tremont St., Boston 16, Mass.
Phone: HAncock 6-7644
AAAA—ABP—ANPA—APA—NOAB—PPA

President.....Daniel F. Sullivan
Sales Dir.....Robert N. Sullivan
Treas.....William H. Sullivan

Radio Accounts: Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Dryvit Auto Rental), Cambridge, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickok Secretarial School, Boston; Kay-Rose Co., New York; Assn. of Mutual Savings Banks of Lowell, Mass.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

437 Fifth Ave., New York 16, N. Y.
Phone: ORegon 9-2500
ANPA—APA—NOAB—PPA

President.....Raymond F. Sullivan
Vice-Pres.....Donald D. Stauffer
Vice-Pres.....Robert T. Colwell
Vice-Pres.....S. Heagan Bayles
Vice-Pres., Sect.....John P. Cohane
Vice-Pres. .....Ralph Smith
Vice-Pres. & Treas....T. Newton Weatherby
Vice-Pres.....Lloyd W. Baillie
V.-P. & Copy Chief.....Joseph Leopold
V.-P. & Media Dir.....Francis Minehan
V.-P. & Merch. Dir.....Daniel O'Meara
Vice-Pres.....A. K. Spencer
Vice-Pres.....Joseph Hardie
Vice-Pres. .....Wm. Booth
Vice-Pres. .....Barrett Welch
Vice-Pres.....William M. Spire
Vice-Pres.....Clemens F. Hathaway
V.-P. & Research Dir.....Luther H. Wood
V.-P. & Head Art Dir.....Robert West
Prod. Mgr.....George Andrew
Controller.....M. Herbert King
V.-P. & Radio-TV Dir.....Philip H. Cohen
Dir. Radio-TV Contracts..Arthur S. Pardoll

Branch Office
6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hillside 2119

Vice-Pres.....Jack Van Nostrand

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 3-2000
AAAA—ANPA—ABP—PPA—NOAB—ABC

President .....Stanley Resor
Vice-Pres. in Charge of Radio & TV
John U. Reber
Radio-TV Time Buyers.....James O. Luce, Anne Wright, Jayne Shannon
Radio-TV Talent Buyers..Virginia Spragle, H. Bart McHugh, Jr., Howard Reilly

Branch Offices
6339 Wilshire Blvd., Los Angeles, Calif.
Phone: Madison 2661

Vice-President .....Cornwell Jackson
Gen. Mgr.....James L. Thompson
Time Buyer.....Eileen Henriquez

410 N. Michigan Ave., Chicago 11, Ill.

Vice-Pres. & Gen. Mgr.....George C. Reeves
Radio Director.....Peter Caballo
Radio Tele Time Buyer....E. R. Fitzgerald

320 Calif. St., San Francisco, Calif.

Manager .....Fred Fidler
Radio Time Buyer.....Frances Austin

Radio-TV Accounts: Atlantis Sales Corp.; P. Ballantine & Sons; Fanny Farmer Candy Shops; Ford Dealer Advertising Groups; Indiana Bell Telephone; Johns-Manville Corp.; Kraft Foods Co.; Lever Brothers Co.; Libby McNeill & Libby; Pan American World Airways; Pan American Grace Airways; Pharma-Craft Corp.; Penick & Ford Ltd.; RCA Victor Division of RCA; Safeway Stores Inc.; Shell Oil Company, Inc.; Standard Brands Inc.; Swift & Co.; Ward Baking Co.; Washington State Apple Commission; J. B. Williams Co.; Eastman-Kodak Company; Meyenberg Milk Products Co.; Mentholatum Co.; W. F. Young, Inc.; Owens-Illinois Glass Co.; Puget Sound Black Ball Ferry Line; Holly Sugar Corp.; Pacific Mills; Michigan Hospital Service (Blue Cross); Douglas Aircraft Co., Inc.; Champion Spark Plug Co.; Borg-Warner Corp. (Norge Division); Brillo Mfg. Co.; Florida Citrus Commission; Olive Advisory Board; Southwest Airways Co.; Yellow Cab of Los Angeles; Pond's Extract Company; Bowman Dairy Co.

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-4404
ABP—ANPA—APA—NOAB—PPA

Chairman of Board.....Wm. Irwin Tracy
Pres.....Frank S. Kent
Vice-Pres. & Art Dir.....Hugh F. Donnell
Treas. & Sec.....Geo. M. Pease
Asst. Treas. & Sec.....P. A. Baecker
Production Mgr.....C. R. Holmberg
Radio & TV Director.....P. A. Baecker

Radio Accounts: H. C. Brill Co., Inc. (Spaghetti Sauce, Spanish Rice), J. W. Beardsley Sons (Codfish), Newark, N. J.; Diplomat Products, Inc. (Chicken Soups), North Bergen, N. J.; John Opitz Inc. (Insecticides), Long Island City, N. Y.; Middletown Milk and Cream Co. (Milk), Yonkers, N. Y.

TV Accounts: Diplomat Products, Inc., H. C. Brill Co., Charles & Co., Inc., Gristede Bros. Inc., New York; J. W. Beardsley's Sons (Frozen Codfish), Newark, N. J.

TRACY-LOCKE CO., INC.

1307 Pacific Ave., Dallas 1, Texas
Phone: PRospect 8655
AAAA—ABC—ABP—ANPA—APA

NOAB—PPA—AFA—SNPA
President .....Morris Hite
Exec. Vice-Pres. ....Clay W. Stephenson, Jr.
Vice-Pres., Secy.-Treas..John H. Wellenkamp
Director Radio & TV.....Philip L. McHugh
Branch Office
711 Main St., Houston, Texas
Phone: CH 5467
Vice-President.....Clay W. Stephenson, Jr.
Radio Accounts: Borden Co. (Southern District); Comet Rice Mills, Houston; Mrs. Baird's Bakeries, Dallas, Ft. Worth; Ireland's Barbecued Beef & Chili, Houston, Abilene, Wichita Falls; Duncan Coffee Co., Houston; Anheuser Busch (Texas) (beer), St. Louis, Mo.; Imperial Sugar Co., Sugarland; King Candy Co., Ft. Worth; Burrus Mills & Elevator Co. (flour), Dallas; Skillerns Departmental Drug Stores, Dallas.
TV Accounts: Borden Co. (Southern District); Comet Rice Mills, Houston; Mrs. Baird's Bakeries, Dallas, Ft. Worth; Ireland's Barbecued Beef & Chili, Houston, Abilene, Wichita Falls; Duncan Coffee Co., Houston; Anheuser Busch (Texas) (beer), St. Louis, Mo.; Imperial Sugar Co., Sugarland; King Candy Co., Ft. Worth; Skillerns Departmental Drug Stores, Dallas; Haggar Co. (men's slacks), Dallas.

VICTOR VAN DER LINDE CO.

683 Fifth Ave., New York 22, N. Y.
Phone: ELdorado 5-5185
Partners.....Victor van der Linde, Charlotte Rains
General Manager.....Agnes Kingsley
Copy Chief.....William T. Malone
Radio Accounts: W. K. Buckley, Inc. (Jack & Jill Cough Syrup), Buffalo, N. Y.; Dolcin Corporation (Dolcin), New York, N. Y.; Dolcin Limited (Dolcin), Toronto, Ont., Canada; Kedrin Pharmacals, Inc. (Pharmaceuticals), New York, N. Y.; C. F. Mattlage Sales Co. (Foods), New York, N. Y.; Tasty Toothpaste Corp. (Tasty Toothpaste), Mt. Vernon, N. Y.; Whitehall Pharmacal Co. (Guards Cold Tablets), New York, N. Y.
TV Accounts: Dolcin Corporation (Dolcin), New York, N. Y.; C. F. Mattlage Sales Co. (Foods), New York, N. Y.; Tasty Toothpaste Corp. (Tasty Toothpaste), Mt. Vernon.

J. FRANKLYN VIOLA

152 W. 42nd St., New York 36, N. Y.
Phone: CHickering 4-3254
President.....J. Franklyn Viola
Secretary.....Leah D. Roth
Production .....Gene Scognamiglio
Radio Accounts: Paramount Macaroni Mfg. Co., Italy Laboratories, Inc., Johnson Chemical Co., De Nobili Cigar Co.
TV Accounts: Pastene Products Co., Paterson, N. J.; Lazzara Breads & Cake Co., Paramount Macaroni Mfg. Co., Brooklyn, N. Y.

WILLIAM VON ZEHLE & CO., INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MU 2-9010
Pres., Radio Dir.....Wm. von Zehle
Vice-Presidents.....Lawrence A. Reis, Van Lear Woodward, Jr.
Treasurer .....Kathleen Banks
Secretary .....Anthony Sarnataro
Radio-TV Accounts: Roman Ravioli (Frozen Foods), Garfield, N. J.; Union Labor Life Ins. Co., New York; Adam J. Young, Inc., New York.

GEOFFREY WADE ADVERTISING

20 N. Wacker Drive, Chicago 6, Ill.
Phone: STate 2-7369
ABC—ANPA
Executive Dir.....Albert G. Wade, II
General Manager.....Paul McCluer
Chairman Copy and Planning Committee.....Lawrence W. Davidson
Copy Chief.....Chas. W. Tennant
Research Director.....Gordon Norberg
Art Director.....Wm. R. Collier
Production Manager.....Edw. A. Beane
Business Manager.....John Mills
Radio Media Director.....Louis J. Nelson
Space-Radio-TV Time Buyer.....David S. Williams
Director of Radio.....Jack Farnell
Director of Television.....Booth Luck
Branch Office
6223 Selma Ave., Hollywood 28, Calif.
Phone: Hillside 7457
Manager.....Robt. E. Dwyer
Radio-TV Director.....Forrest F. Owen
Media & Research Dir.....Snowden Hunt
Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin, Bactine), Elkhart, Ind.; Miles California Co. Los Angeles, Calif.; Murphy Products Co. (Feeds), Burlington, Wisc.; Colonial Dames (cosmetics), De Met's Candies, Chicago.
TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Tabcin, Bactine), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; De Met's Candies, Chicago.

HUGO WAGENSEIL & ASSOCIATES

Talbott Bldg., Dayton 2, Ohio
Phone: HEmlock 5542
AAAA—AFA
President .....Hugo Wagenseil
Secy.-Treas. .....G. Wagenseil
Art Director.....Ed Hageman
Industrial Div.....T. A. Polley
Consumer Div.....W. L. Guisewite
Acct. Executive.....W. H. Ford
Radio Director.....F. R. Harwood
TV Director.....John Leonard

Radio Accounts: Bonded Oil Company (Service Stations), Springfield, Ohio; First National Bank (General Banking Services), Middletown, Ohio; The Gallaher Drug Company (Drug Store Chain), Lowe Brothers Paint Store (Retail Paints, Wallpaper), Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Ohio Yellow Cab Company (Taxi Cab Service), Dayton, Ohio; The Savings Society (Mutual Savings Bank), Springfield, Ohio.

TV Accounts: Dairy Council (Distributors—Milk, Milk Prod.), Dayton Power and Light Co. (Public Utilities), Himes Brothers Dairy (Meadow Gold Ice Cream), Dayton, Ohio; Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Portable Beauty Service Mfg. (No-Rinse Shampoo).

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Radio & TV Director.....R. B. Stevens

Radio Accounts: Allegheny Ludlum Steel Corp. (stainless & special alloys, steels), Pittsburgh; Duquesne Brewing Co. (beer), Pittsburgh; Colonial Biscuit (crackers), Pittsburgh; Sterling Oil Div. of Quaker State Refining Corp., Emlenton; Pittsburgh Consolidation Coal Co. (solid fuels), Pittsburgh; Galen Laboratories, Inc. (medications), Pittsburgh; Niagara Manufacturing & Distributing Co. (mechanical massage pulsators), Adamsville, Pa. & Buffalo, N. Y.; Niagara of Pittsburgh (mechanical massage pulsators), Pittsburgh; Niagara Pulsator Corp. (mechanical massage pulsators), N. Y. C.

TV Accounts: Allegheny Ludlum Steel Corp., Duquesne Brewing Co., Colonial Biscuit Co., Sterling Oil Division of Quaker State Refining Corp., Pittsburgh Consolidation Coal Company, Galen Laboratories, Inc., Kaufmann's Department Store, Pittsburgh; Wm. G. Johnston Company (printers), Pittsburgh; Fan Tan Chewing Gum Corp., Pittsburgh; Niagara Mfg. & Distributing Company; Niagara of Pittsburgh, Niagara Pulsator Corp.

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Radio Dir.....Harry Solow, Jr.
TV Director.....S. P. Jackson
Asst. to Director.....William W. Solow
Mgr. TV Commercials...Conrad Mikorenda
TV Program Dir.....Edward O'Brien
Copy Chief.....Jenny Shenker
Account Executives.....William Solow, S. P. Jackson, Milton Schwartz, J. C. Silverman, Jack Wilson, Paul Kopp

Radio Accounts: Sachs Quality Stores (Dept. Store); Flag Pet Food Corp. (Dog & Cat Food); Strauss Stores (Auto Appliances); Herbert's Jewelry (Jewelry); Sofia Bros. (Movers); Pierce School of Radio & TV; Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Alexander's Dept. Stores; Monarch Buick Co., Inc.; Ritz Thrift Shop; Colony Motors; Book Find Club.

TV Accounts: Sachs Quality Stores; Vim Stores; Spear & Co.; Ritz Thrift Shop; Flag Dog Food; Warren Connolly; Standard Housekeeping Co.; North American Van Lines; Sofia Brothers Inc.; Federal Storage; Jamaica Refrigeration; Relaxacizor; Universal Television.

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Phone: Dunkirk 3-1141

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TV & Radio Dir.....Cecil Underwood

Radio Accounts: Equitable Life Assurance Soc. (Life Insurance), New York, N. Y.; Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Larus & Bro. Co. (Edgeworth Pipe Tobacco, Holiday Pipe Mixture, Edgeworth & Holiday Cigarettes), Richmond, Va.; Los Angeles Brewing Co. (Eastside Beer), Los Angeles, Calif.; Kingan & Co. (Kingan's Fine Foods), Indianapolis, Ind.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.; Ex-Lax Company (Chocolate Laxative), Brooklyn, N. Y.

TV Accounts: Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Larus & Bro. Co. (Edgeworth Pipe Tobacco, Holiday Pipe

Mixture, Edgeworth & Holiday Cigarettes), Richmond, Va.; Los Angeles Brewing Co. (Eastside Beer), Los Angeles, Calif.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.

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Secretary.....F. F. Wasser
Media Dir. & Production Mgr..Wm. Phillips
Television Director.....Stanley Hess
Film Buyer.....Alvin Roth
Research Director.....Kay Hervey
Account Executives..G.S. Wasser, L. G. Kay, Roy Phebus, Kay Hervey

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Phone: RIverside 5201

Manager .....Burke Gilliam
Acc. Exec. (Dallas).....Marie Callahan

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405 Oppenheim Bldg., Saint Paul 1, Minn.
Phone: GA 4715
AAAA—ABP—APA

Owner .....Luther Weaver
Account Executive.....Donald Gardner
Executive Assistant.....Patricia M. Kelly

Radio Accounts: Fairway Foods, St. Paul; Falcon-Pilgrim Cleaners, St. Paul & Minneapolis; R. H. Keller & Scotties Dist. (Frozen Foods), St. Paul; Dox Co. (Toothpaste), Minneapolis; Myndall Cain, Inc. (Cosmetics), Minneapolis; Stewart Paint Mfg. Co., Minneapolis; Gopher State Oil Co., Minneapolis.

TV Accounts: Falcon-Pilgrim Cleaners, R. H. Keller Co. & Scottie's Dist., Gopher State Oil Co., Minneapolis.

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V.P., Research Dir.....Dr. Leon Arons

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Resident Manager.....Burton R. Durkee

Radio Accounts: Seeman Bros., Inc. (Air-Wick, Nylast), New York, N. Y.; Kaiser-Frazer Sales Corp. (Kaiser and Frazer Cars), Detroit, Mich.

TV Accounts: Seeman Brothers (Air-Wick, Nylast), New York, N. Y.; Blatz Beer, Kaiser-Frazer, Revlon Prod. Corp. (cosmetics), New York, N. Y.

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Copy Chief.....Harold Wengler
Art Director.....Arthur Gordon
Production Manager.....Sally Green
Time Buyer & Asst. Radio-TV Media Dir.....Max Tendrich

Radio Accounts: Nedick's Inc. (Stores & Concentrate for Orange Drink), New York, N. Y.; June Dairy Prod. Co., Inc. (Butter, Eggs, Cheese), New York, N. Y.

TV Accounts: Nedick's, Inc. (Concentrate for Orange Drink), New York, N. Y.; Flagstaff Foods (Wholesale Foods), Perth Amboy, N. J.

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Art Director.....Norman Merritt
Space Buyer.....Carman Sheehey

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Timebuyer .....Ruth Johnson
Acct. Executives...V. M. Barton, Ray Banks

Radio Accounts: The Voice of Prophecy, Inc., Washington, D. C.; Stationers Corpora-

tion, Los Angeles; Ontra Cafeterias, Los Angeles; Superior Optical Co., Los Angeles; Art Frost of Glendale (Plymouth-DeSoto), Glendale, Calif.

TV Accounts: Fisherman's Wharf of Long Beach, Long Beach, Calif.; Art Frost of Glendale, Glendale, Calif.

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Art Director.....Irving Mittelman
Publicity Director.....Judith Cortada
Account Executives.....Eugene Griffin, Edward Greenberg

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Calif. Bank Bldg., Hollywood 28, Calif.
Vice-President.....Carroll Carroll

Radio Accounts: Campbell Soup Co., Adam Scheidt Brewing Co. (Valley Forge Beer, Rams Head Ale).

TV Accounts: Stephen F. Whitman & Son, Inc.; Campbell Soup Co.; Adam Scheidt Brewing Co.

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Radio Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; General Foods Corp.; General Electric Co.; Cannon Mills, Inc.; Gulf Oil Corp.; Procter & Gamble Co.; American Home Foods, Inc.; Metropolitan Life Insurance Co.; Bristol-Myers Co.; Sanforized Div. of Cluett, Peabody & Co., Inc.; Borden Co.; Drackett Co.; General Cigar Co., Inc.; Hunt Foods, Inc.; International Harvester Co.; Life Savers Corp.; Mission Bell Wineries; Purity Bakeries; Rath Packing Co.; Singer Sewing Machine Co.; Time, Inc.; Zenith Radio Corp.

TV Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; Duffy-Mott Co., Inc.; Procter & Gamble Co.; General Electric Co.; General Cigar Co., Inc.; Singer Sewing Machine Co.; Borden Co.; General Foods Corp.; Gulf Oil Corp.; Simmons Co.; Johnson & Johnson; Goodyear Tire & Rubber Co., Inc.; Bristol-Myers Co.; P. Lorillard Co.; Purity Bakeries; American Home Foods, Inc.; International Silver Co.; Sanforized Div. of Cluett, Peabody & Co., Inc.; Drackett Co.; Elgin National Watch Co.; Hunt Foods, Inc.; Zenith Radio Corp.

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Asst. Mgr.....Mildred Biddick
Office Mgr.....Josephine Corbet
Traveling Rep. .....Burt Zoul

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Phone: WOodward 1-6030
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434 Paul Brown Bldg., St. Louis 1, Mo.
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General Manager.....Haskell Bloomberg

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Mgr. .....Ruth Evans

28 Carleton St., Cambridge, Mass.
Phone: Kirkland 7-2355
Mgr. .....Mrs. Joseph Bishop

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322 Palmer Building, Atlanta 3, Ga.
Phone: Main 5667
Mgr. .....James M. Wade

3463 Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 1-4255
Mgr. .....W. W. Bryan
406 W. 7th St., Fort Worth 2, Texas
Phone: Fortune 3349
Mgr. .....Dean Milburn
6331 Hollywood Blvd., Hollywood 28, Cal.
Phone: 9-2151
Mgr. .....Hal W. Hoag
Russ Bldg., San Francisco, Calif.
Phone: Sutter 1-3798
Radio Mgr.....Wm. A. Morrison
Television Mgr.....Richard G. Rothlin
AM Stations Represented—KVOD, Denver, Colo.; KGMB-KHBC, Honolulu-Hilo, Hawaii; KDSH, Boise, Idaho; WDZ, Decatur, Ill.; WMBD, Peoria, Ill.; WOWO, Fort Wayne, Ind.; WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; WOC, Davenport, Iowa; WHO, Des Moines, Iowa; WAVE, Louisville, Ky.; WBZ-WBZA, Boston-Springfield, Mass.; WDSM, Duluth, Minn.; WTCN, Minneapolis-St. Paul, Minn.; KMBC-KFRM, Kansas City, Mo.; KSD, St. Louis, Mo.; KFAB, Omaha, Nebr.; WGR, Buffalo, N. Y.; WFBL, Syracuse, N. Y.; WIST, Charlotte, N. C.; WPTF, Raleigh, N. C.; WDAY, Fargo, N. D.; KEX, Portland, Ore.; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.; WCSC, Charleston, S. C.; WIS, Columbia, S. C.; KFDM, Beaumont, Texas; KRIS, Corpus Christi, Tex.; WBAP, Fort Worth-Dallas, Tex.; KXYZ, Houston, Tex.; KTSA, San Antonio, Tex.; WGH, Norfolk, Va.; WDBJ, Roanoke, Va.; KIRO, Seattle, Wash.
TV Stations Represented—KRON-TV, San Francisco, Cal.; KBTV, Denver, Colo.; WTVJ, Miami, Fla.; KGMB-TV, Honolulu, Hawaii; WOC-TV, Davenport, Iowa; WAVE-TV, Louisville, Ky.; WCCO-TV, Minneapolis-St. Paul, Minn.; KSD-TV, St. Louis, Mo.; WPIX, New York, N. Y.; WCSC-TV, Charleston, S. C.; WBAP-TV, Fort Worth-Dallas, Texas.

GILL-PERNA, INC.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-4740
President .....Helen Gill
Exec. Vice-Pres.....John J. Perna, Jr.
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Phone: CEntral 6-2420
2330 W. 3rd St., Los Angeles, Calif.
Phone: DUnkirk 7-4388
57 Post St., San Francisco, Calif.
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703 Market St., San Francisco, Calif.
Phone: EXbrook 2-6685
General Manager.....W. S. Grant
Branch Offices
1127 Sunset Blvd., Los Angeles, Calif.
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33 W. 42nd St., New York, N. Y.
Phone: BRyant 9-1374
612 N. Michigan Ave., Chicago, Ill.
Phone: SUperior 7-8177
Stations Represented—KBIS, Bakersfield, Calif.; KHSL, Chico, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KTRB, Modesto, Calif.; KPRL, Paso Robles, Calif.; KEEN, San Jose, Calif.; KVCV, Redding, Calif.; WBEX, Chillicothe, O.; KVEC, San Luis Obispo; KBND, Bend, Ore.; KUIN, Grants Pass, Ore.; KSRO, Santa Rosa, Calif.; KVVC, Ventura, Calif.; KFJI, Klamath Falls, Ore.; KYJC, Medford, Ore.; WSKI, Montpelier, Vt.; KXRO, Aberdeen, Wash.; KENO, Las Vegas, Nev.; KWLK, Longview, Wash.; KTEL, Walla Walla, Wash.; WOHI, East Liverpool, O.; WMOH, Hamilton, O.; WIRY, Plattsburg, N. Y.; KECC, Pittsburg, Calif.; KMBY, Monterey, Calif.; KWRN, Reno, Nev.; WJEH, Gallipolis, O.; WLNH, Laconia, N. H.; WBIW, Bedford, Ind.; Aloha Network, Honolulu; KLWN, Lawrence, Kans.; KSIR, No Bend, Ore.; KRNR, Roseburg, Ore.

IRENE GRIFFITH

1341 N. Cahuenga Blvd., Hollywood 28, Calif.
Phone: HIllside 3912
Executive-in-charge .....Irene Griffith

MELCHOR GUZMAN COMPANY, INC.

45 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-0624
Vice-President.....A. M. Martinez
Stations Represented in—Bolivia, Brazil, Chile, Colombia, Cuba, Dominican Republic, Honduras, Mexico, Nicaragua, Panama, Peru, Puerto Rico, El Salvador, Uruguay and Venezuela.
TV Station Represented—CMQ-TV Network, Habana, Matanzas, Camaguey, Santa Clara, Santiago (Cuba).

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Exec. Vice-Pres.....Dwight S. Reed
Vice-Pres. & Sec.....Frank E. Pellegrin
Vice-Pres.....Carlin S. French
Vice-Pres.....Paul R. Weeks
Vice-Pres. .....Harold Lindley
Branch Offices
35 East Wacker Drive, Chicago 1, Ill.
Phone: Randolph 6-6431
Vice-President.....Dwight S. Reed
110 Sutter Street, San Francisco, Calif.
Phone: Exbrook 2-3407
General Manager.....James Alspaugh
Equitable Bldg., Hollywood, Calif.
Phone: Granite 1480
V.P.-Gen. Mgr.....Harold Lindley
AM & FM Stations Represented—KMPC,

Los Angeles, Calif.; KJBS, Sa nFrancisco, Calif.; WONS, Hartford, Conn.; WELI, New Haven, Conn.; WTSP, St. Petersburg, Fla.; WROK, Rockford, Ill.; KXXX, Colby, Kan.; KNOE, Monroe, La.; WNOE, New Orleans, La.; WNAC, Boston, Mass.; WJIM, Lansing, Mich.; KMMJ, Grand Island, Neb.; WOR, New York, N. Y.; WWNC, Asheville, N. C.; WSOC, Charlotte, N. C.; WJW, Cleveland, Ohio; WCOL, Columbus, Ohio; WING, Dayton, Ohio; WLOK, Lima, Ohio; WIZE, Springfield, Ohio; WFBG, Altoona, Pa.; WIKK, Erie, Pa.; WHUM, Reading, Pa.; WEAN, Providence, R. I.; WMSC, Columbia, S. C.; KTHT, Houston, Texas; The Yankee Network. (West Coast Representation only.)

TV Stations Represenetd — WNAC-TV, Boston, Mass.; WJIM-TV, Lansing, Mich.; WOR-TV, New York, N. Y.; WHUM-TV, Reading, Pa. (West Coast Representation only.)

HARRINGTON, RIGHTER & PARSONS, INC.

347 Madison Ave., New York 17, N. Y.
Phone: LE 2-1741
TV Department

President.....John E. Harrington, Jr.
Vice Pres.....Volney Righter
Vice Pres.....James O. Parsons, Jr.
Acct. Executive.....John F. Dickinson
Acct. Executive.....Burton Adams
Acct. Executive.....Maurice Rashbaum, Jr.

Branch Office
Tribune Tower, Chicago, Ill.
Phone: Whitehall 4-0074
Executive-in-charge.....Carroll R. Layman

Russ Bldg., San Francisco, Calif.
Phone: Sutter 1-4125
Executive-in-charge.....Franklin Dougherty

TV Stations Represented—WLTV, Atlanta, Ga.; WAAM, Baltimore, Md.; WDAF-TV, Kansas City, Mo.; WBEN-TV, Buffalo, N. Y.; WFMY-TV, Grfeensboro, N. C.; WTMJ-TV, Milwaukee, Wisc.

HEADLEY-REED COMPANY

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-8701

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Secy.-Treas.....Frank W. Miller, Jr.

Branch Offices
230 N. Michigan Ave., Chicago 1, Ill.
Executive-in-charge.....John W. Wrath

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Executive-in-charge.....Eli W. Sweatman

300 Montgomery St., San Francisco 4, Cal.
Executive-in-charge.....Ralph W. Mitchell

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AM & FM Stations Represented—WALA, Mobile, Ala.; WSFA, Montgomery, Ala.; KSFO, San Francisco, Calif.; WKAT, Miami, Fla.; WRDW, Augusta, Ga.; WDAK, Columbus, Ga.; WBML, Macon, Ga.; WEEK, Peoria, Ill.; WGL, Ft. Wayne, Ind.; KWWL, Waterloo, Iowa; WSAR, Fall River, Mass.; WORC, Worcester, Mass; WKMH, Dearborn, Mich.; WKHM, Jackson, Mich.; WSAM, Saginaw, Mich.; WTOK, Meridian, Miss.; KFEQ, St. Joseph, Mo.; WHLD, Niagara Falls, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WFAS, White Plains, N. Y.; WSJS, Winston-Salem, N. C.; WHK, Cleveland, Ohio; WONE, Dayton, Ohio; WTOD, Toledo, Ohio; WSAN, Allentown, Pa.; WLAN, Lancaster, Pa.; WEEU, Reading, Pa.; WBHE, Wilkes-Barre, Pa.; WSCR, Scranton, Pa.; WHIM, Providence, R. I.; WCOS, Columbia, S. C.; KOTA, Rapid City, S. D.; WAPO, Chattanooga, Tenn.; WKOW, Madison, Wisc.; WEMP, Milwaukee, Wisc.; WFMJ, Youngstown, Ohio; WSCR, Scranton, Pa.; WBRE, Wilkes-Barre, Pa.

TV Stations Represented — WEEK-TV, Peoria, Ill.; KFEQ-TV, St. Joseph, Mo.; WSYR-TV, Syracuse, N .Y.; WTVN, Columbus, Ohio; WFMJ-TV, Youngstown, Ohio; WICU, Erie, Pa.; WCOS-TV, Columbia, S. C.; WBRE-TV, Wilkes-Barre, Pa.

GEORGE P. HOLLINGBERY CO.

307 N. Michigan Ave., Chicago 10, Ill.
Phone: Andover 3-2636

President.....George P. Hollingbery

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Phone: BRyant 9-3960
Executive-in-charge.....F. E. Spencer, Jr.

411 W. 5th St., Los Angeles 13, Calif.
Phone: Madison 6-3633
Executive-in-charge.....Harry H. Wise, Jr.

400 Montgomery St. San Francisco 4, Calif.
Phone: Douglas 2-7192
Executive-in-charge.....George E. Lindman

233 Peachtree St., Atlanta 3, Ga.
Phone: Cypress 1489
Executive-in-charge.....Richard N. Hunter

AM & FM Stations Represented—WADC, Akron, Ohio; WAEB, Allentown, Pa.; WQXI, Atlanta, Ga.; WJBF, Augusta, Ga.; KPMC, Bakersfield, Calif.; WJBO, Baton Rouge, La.; WBCM, Bay City, Mich.; WINR, Binghamton, N. Y.; KGEM, Boise, Idaho; WRBL, Columbus, Ga.; WBTM, Danville, Va.; WHIO, Dayton, Ohio; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; KTSM, El Paso, Texas; WEAU, Eau Claire, Wisc.; WJPS, Evansville, Ind.; KYNO, Fresno, Calif.; WBIG, Greensboro, N. C.; KPOA, Honolulu, Hawaii; WJDX, Jackson, Miss.; KGHI, Little Rock, Ark.; WYVA, Lynchburg, Va.; WISC, Madison, Wisc.;

WIOD, Miami, Fla.; WQUA, Moline, Ill.; WSIX, Nashville, Tenn.; WWEZ, New Orleans, La.; KOOL, Phoenix, Ariz.; WJAS, Pittsburgh, Pa.; KOLO, Reno, Nev.; WHAM, Rochester, N. Y.; KUTA, Salt Lake City, Utah; KITO, San Bernardino, Calif.; KIST, Santa Barabara, Calif.; WARM, Scranton, Pa.; KVI, Seattle, Wash.; KSCJ, Cioux City, Iowa; WORD, Spartanburg, S. C.; WSPR, Springfield, Mass.; KGBX, Springfield, Mo.; KSTN, Stockton, Calif.; KCNA, Tucson, Ariz.; Arrowhead Network.

TV Stations Represented—KKTV, Colorado Springs, Colo.; WHIO-TV, Dayton, Ohio; WWJ-TV, Detroit, Mich.; KTSM-TV, El Paso, Texas; WLVA-TV, Lynchburg, Va.; KEYT, Santa Barbara, Calif.; KITO-TV, San Bernardino, Calif.; WWLP, Springfield, Mass.; WHAM-TV, Rochester, N. Y.

HAL HOLMAN COMPANY

360 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-0016
Owner .....Hal Holman

Branch Offices

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-5365
Executive-in-charge.....Ed Devney
6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: Hywd. 9-5408
Manager .....Tracy Moore
79 Post St., San Francisco 4, Calif.
Phone: Exbrk 2-8033
Manager .....Tracy Moore

AM & FM Stations Represented—WGCW, Selma, Ala.; WLBS, Birmingham, Ala.; KIUP, Durango, Colo.; KGLN, Glenwood Springs, Colo.; KFXJ, Grand Junction, Colo.; KFKA, Greeley, Colo.; WAYX, Waycross, Ga.; KWAL, Wallace, Idaho; WCAZ, Carthage, Ill.; WHOW, Clinton, Ill.; WLBH-AM & FM, Mattoon, Ill.; WLDS-AM & FM, Jacksonville, Ill.; WJOL, Joliet, Ill.; WKAN, Kankakee, Ill.; WVLN, Olney, Ill.; WSIV, Pekin, Ill.; WLBC-AM & FM, Muncie, Ind.; WKAM, Warsaw, Ind.; KGAR, Garden City, Kan.; KJCK, Junction City, Kan.; WHIR, Danville, Ky.; WMIK, Middlesboro, Ky.; WTCM, Traverse City, Mich.; WATT, Cadillac, Mich.; WATZ, Alpena, Mich.; WMBN, Petoskey, Mich.; WATC, Gaylord, Mich.; WHFB-AM & FM, Benton Harbor, Mich.; WIBM, Jackson, Mich.; WCEN, Mount Pleasant, Mich.; WMUS, Muskegon, Mich.; KGFW, Kearney, Nebr.; KNEB, Scottsbluff, Nebr.; KICA, Clovis, N. Mex.; WLEC, Sandusky, Ohio; KDSJ, Deadwood, S. Dak.; WGNS, Murfreesboro, Tenn.; WCRK, Morristown, Tenn.; WTPR, Paris, Tenn.; KFIZ, Fond du Lac, Wisc.; WSPT, Stevens Point, Wisc.; WAUX, Waukesha, Wisc.

TV Stations Represented — WLBC-TV, Muncie, Ind.

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Phone: MUrray Hill 2-4813
President .....Jack Koste

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5225 Wilshire Blvd., Los Angeles 36, Calif.
Phone: YOrk 8812
681 Market St., San Francisco 5, Calif.
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Secretary .....Frank Navarro

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545 Fifth Ave., New York, N. Y.
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Mgr. Radio Div.....J. Wootton

Branch Offices

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Phone: WEbster 9-7260
Manager .....L. J. Pollard

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Phone: PLaza 9-4460
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Treasurer .....Morris J. Beck
Sales Manager.....Morris S. Kellner
Director of TV.....Edward Codel
Sales Mgr. (TV).....Scott Donahue

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Vice-President .....G. H. Gunst
Penobscot Bldg., Detroit, Mich.
Phone: Woodward 3-8420
Manager .....R. Bateman
Bryant Bldg., Kansas City 6, Kans.
Phone: Victor 7095
Manager.....T. J. Flanagan, Jr.
22 Marietta St., Altanta 3, Ga.
Phone: Alpine 1637
Manager .....Keith Byerly
505 N. Ervay St., Dallas 1, Texas
Phone: RIverside 4036
Manager .....D. Rutledge
Russ Bldg., San Francisco 4, Calif.
Phone: Sutter 1-7434
Manager.....Stanley J. Ruelman

530 W. Sixth St., Los Angeles 14, Calif.
Phone: Tucker 3219
Manager .....Richard Hasbrook

AM & FM Stations Represented—KPHO, Phoenix, Ariz.; KLZ, Denver, Colo.; WNHC, New Haven, Conn.; WMAL, Washington, D. C.; WGBS, Miami, Fla.; WDAE, Tampa, Fla.; WAGA, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOC, Savannah, Ga.; KGU, Honolulu, Hawaii; WEOA, Evansville, Ind.; WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, Iowa; KRNT, Des Moines, Iowa; WWL, New Orleans, La.; WJBK, Detroit, Mich.; WFDF, Flint, Mich.; WOOD, Grand Rapids, Mich.; KCMO, Kansas City, Mo.; KWK, St. Louis, Mo.; KGHL, Billings, Mont.; WXKW, Albany, N. Y.; WEBR, Buffalo, N. Y.; WKRC, Cincinnati, Ohio; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WLAC, Nashville, Tenn.; WREC, Memphis, Tenn.; KHQ, Spokane, Wash.; WHIS, Bluefield, W. Va.; WMMN, Fairmont, W. Va.; WSAZ, Huntington, W. Va.; WISN, Milwaukee, Wisc.

TV Stations Represented—KPHO, Phoenix, Ariz.; KLAC-TV, Los Angeles, Calif.; KPIX, San Francisco, Calif.; WNHC-TV, New Haven, Conn.; WMAL-TV, Washington, D. C.; WAGA-TV, Atlanta, Ga.; WFBM-TV, Indiannapolis, Ind.; KVTV, Sioux City, Iowa; WMAR-TV, Baltimore, Md.; WJBK-TV, Detroit, Mich.; WOOD-TV, Grand Rapds, Mich.; WJTV, Jackson, Miss; WHEN, Syracuse, N. Y.; WKRC-TV, Cincinnati, Ohio; WXEL, Cleveland, Ohio; WSPD-TV, Toledo, Ohio; WKY-TV, Oklahoma City, Okla.; WJAC-TV, Johnstown, Pa.; WFIL-TV, Philadelphia, Pa.; KEYL, San Antonio, Texas; KHQ-TV, Spokane, Wash.; WSAZ-TV, Huntington, W. Va.

JOHN KEATING

414 Alderway Bldg., Portland 5, Ore.
Phone: Beacon 4107
Manager.....Don P. Motter

Stations Represented—OREGON: KVAS, Astoria; KBKR, Baker; KBND, Bend; KFJI, Klamath Falls; KLBM, La Grande; KMED, Medford; KNPT, Newport, KODL, The Dalles; KOOS, Coos Bay; KORE, Eugene; KRNR, Roseburg; KRUL, Corvallis; KSLM, Salem; KSRV, Ontario; KTIL, Tillamook; KUIN, Grant Pass; KWIL, Albany; KWIN, Ashland; KWRC, Pendleton; WASHINGTON: KELA, Centralia; KGA, Spokane; KGY, Olympia; KIT, Yakima; KMO, Tacoma; KOMW, Omak; KONP, Port Angeles; KPKW, Pasco; KPQ, Wenatchee; KTEL, Walla Walla; KVAN, Vancouver, KVOS, Bellingham; KELS, Longview; KAPA, Raymond; KRSC, Seattle; KBKW, Aberdeen; IDAHO: KFXD, Nampa; KRLC, Lewiston.

KEENAN, HUNTER and DIETRICH

235 Montgomery St., San Francisco 4, Calif.
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Pres. Mgr. .....W. Hubbard Keenan

Branch Office
638 S. Van Ness Ave., Los Angeles, Calif.
Phone: DUnkirk 2-8458
Vice-Pres., Mgr. .....George G. Dietrich

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Phone: RIttenhouse 6-8546
Executive Personnel—Malcolm E. Kennedy, Foster G. Bowen, Kathryn B. Peters.

Branch Office
342 Madison Ave., New York 17, N. Y.
Phone: VAnderbilt 6-0492
Executive-in-charge.....Foster G. Bowen

AM Stations Represented — WFPG—AM and TV—Atlantic City, N. J.; WBUD, Trenton, N. J.; WWBZ, Vineland, N. J.; WCAM, Camden, N. J.

KETTELL-CARTER

John Hancock Bldg., Boston 16, Mass.
Phone: Liberty 2-5799
Partner. .....Elmer Kettell
Partner .....Marjorie Carter

AM & FM Stations Represented—WABI, Bangor, WLAM, Lewiston, WTVL, Waterville, Me.; WFEA, Manchester, WKNE, Keene, WKXL, Concord, N. H.; WHEB, Portsmouth, N. H.; WLNH, Laconia, WMOU, Berlin, N. H.; WACE, Chicopee, WALE, Fall River; WBEC, Pittsfield; WCAP, Lowell, Mass.; WEIM, Fitchburg, Mass.; WHAV, Haverhill, Mass.; WKOX, Framingham, Mass.; WORC, Worcester, Mass.; WHWB, Rutland, Vt.; WIKE, Newport, Vt.; WTWN, St. Johnsbury, Vt.; WHIM, Providence, R. I.; WBRY, Watebury, Conn.; WCCC, Hartford, Conn.; WHCU, Ithaca, N. Y.; WSYR, Syracuse, N. Y.; WKBU, Corpus Chritsi, Texas; North Eastern Broadcasting System; Pine Tree Group of Maine; New Hampshire Group; Bay State Group of Mass.

TV Stations Represented — WSYR-TV, Syracuse, N. Y.

A. LEWIS KING

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8276
Proprietor.....A. Lewis King

Stations Represented—WBNX, New York, N. Y.; WVNJ, Newark, N. J. (non-exclusive).

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Phone: Geneva 9631
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Office Manager.....Lillian Carney

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366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8755
President.....Joseph H. McGillvra

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V.P. & Manager.....Hub Jackson
111 N. La Cienga Blvd., Beverly Hills, Calif.
Phone: Bradshaw 2-4727
Manager.....Lee F. O'Connell
233 Sansome St., San Francisco 4, Calif.
Phone: YUkon 6-2981
Manager.....William A. Ayres

ROBERT MEEKER ASSOCIATES INC.

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Eastern Manager.....Louis J. F. Moore
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Account Exec.....Byron Goodell

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8 West King St., Lancaster, Pa.
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6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HO 9-5408
West Coast Manager.....Tracy Moore
Russ Building, San Francisco, Calif.
Phone: YUkon 6-4940
Manager .....Don Pontius

AM & FM Stations Represented—KBIG, Los Angeles, Calif., KMOD, Modesto, Calif.; KCRA, Sacramento, Calif.; WDEL, Wilmington, Del.; WJNO, West Palm Beach, Fla.; WDWS, Champaign, Ill.; WTTS, Bloomington, Ind.; WBAT, Marion, Ind.; WKBV, Richmond, Ind.; WDBQ, Dubuque, Iowa; WSON, Henderson, Ky.; WHOP, Hopkinson, Ky.; WPAD, Paducah, Ky.; WVOL, Lafayette, La.; WKBZ, Muskegon, Mich.; KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.; KFSB, Joplin, Mo.; KODY, North Platte, Neb.; WKNE, Keene, N. H.; WCLI, Corning, N. Y.; WJTN, Jamestown, N. Y.; WKNY, Kingston, N .Y.; WGAT, Utica, N. Y.; WHKK, Akron, Ohio; WCLT, Newark, Ohio; KUGN, Eugene, Ore.; KMED, Medford, Ore.; KGON, Portland, Ore.; WHOL, Allentown, Pa.; WRTA, Altoona, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa.; WAZL, Hazleton, Pa.; WGAL, Lancaster, Pa.; WKST, New Castle, Pa.; WRAW, Reading, Pa.; WMBS, Uniontown, Pa.; WORK, York, Pa.; KVOS, Bellingham, Wash.; KWIE, Kennewick, Wash.; KPQ, Wenatchee, Wash.; WGKV, Charleston, W. Va.; WHBY, Appleton, Wis.; WSAU, Wausau, Wis.

TV Stations Represented—DEL-TV, Wilmington, Del; WTTV, Bloomington-Indianapolis, Ind.; WLEV-TV, Bethlehem-Allentown-Easton, Pa.; WGAL-TV, Lancaster, Pa.; WKST-TV, New Castle, Pa.; WSON-TV, Henderson, Ky.-Evansville, Ind.

CLYDE MELVILLE CO.

402 Melba Bldg., Dallas, Tex.
Phone: Sterling 1558
Owner .....Clyde Melville

Stations Represented — KAMQ, Amarillo, Texas; KTXN, Austin, Texas; KRUN, Ballinger, Texas; KTXC, Big Spring, Texas; KSTB, Breckenridge, Texas; KICA, Clovis, New Mexico; KSTA, Coleman Texas; KDMS, El Dorada, Arkansas; KGAF, Gainesville, Texas; WGVM, Greenville, Mississippi; KHBR, Hillsboro, Texas; KSEL, Lubbock, Texas; KDAS, Malvern, Arkansas; WHHM, Memphis, Tennessee; KGNB, New Braunfels, Texas; KCNY, San Marces, Texas; KTFS, Texarkana, Texas-Arkansas; KTNM, Tucumcari, New Mexico; XEO, Brownsville-Matamoros; XEOR, McAllen-Reynosa; The Cotton Belt Group.

NATIONAL BROADCAST SALES

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Commercial Manager.....W. C. Tierney

Branch Office
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Manager.....E. F. Kavanagh

AM & FM Stations Represented—CKWS, Kingston, Ontario; CJKL, Kirkland Lake, Ontario; CFCH, North Bay, Ontario; CKOY, Ottawa, Ontario; CHEX, Peterborough, Ontario; CKGB, Timmins, Ontario; CJFX, Antigonish, Nova Scotia; CFBC, Saint John, New Brunswick; CHUB, Nanaimo, British Columbia; CKNW, New Westminster, British Columbia; CJAV, Port Alberni, British Columbia.

NATIONAL BROADCASTING COMPANY

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Sales Dvlp., Adv., Prom.....H. W. Shepard
Nat. Manager, TV.....John Reber
Nat. Manager, Radio.....William Davidson
Mgr. Represented Stations....Richard Close
Sales Service Mgr.....Caroline Herbert
Eastern Sales Mgr. (TV)....Luellen Stearns
East. Sales Mgr. (Rad.)..Joseph Goodfellow

Branch Offices
Merchandise Mart, Chicago 54, Ill.
Phone: SUperior 7-8300
Central Radio Sales Mgr....Robert Flanagan
Central TV Sales Mgr.....Robert Ewing

NBC Bldg., Cleveland 4, Ohio
Phone: Cherry 0942
Radio Sales Mgr.....Robert Miller
TV Sales Representative....John C. Treacy
Sunset & Vine, Hollywood 28, Calif.
Phone: Hollywood 9-6161
Sales Rep. (Radio).....William McDaniel
Sales Rep. (TV).....Walter Davidson
NBC Bldg., San Francisco 2, Calif.
Phone: Greystone 4-8700
Sales Rep, (Radio).....Heber Smith
Sales Rep. (TV).....Carl Nielsen
AM & FM Stations Represented—WNBC, New York, N. Y.; WMAQ, Chicago, Ill.; WTAM, Cleveland, O.; WRC, Washington, D. C.; KNBC, San Francisco, Calif.; KOA, Denver, Col.
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Manager.....Harlan G. Oakes
260 Farrell St., San Francisco, Calif.
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Executive-in-charge.....Harlan Oakes
26 O'Farrell St., San Francisco, Calif.
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Research Mgr. .....William H. Steese
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Executive-in-Charge.....John D. Gale
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Executive-in-Chrage.....Gene Grant
Phone: Yukon 6-0621

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FEDERAL Communications Commission

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HOW TO APPLY FOR FCC LICENSE

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NATIONAL ASSOCIATION of Radio and Television BROADCASTERS

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HOW TO APPLY FOR FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

ANY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice."

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

A FM applicant must specify a frequency available to the area intended to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B. Stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Hearings

Where it appears that interference would be caused to another station above the degree described in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but cooperate applicants must be represented by attorney.

Within 20 days after the close of the hearing, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party then has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse the hearing examiner's initial decision. Within 20 days thereafter, any party involved may petition for a rehearing. Such a petition may be filed whether or not the decision is based upon a hearing but does not stay the proceedings unless ordered by the Commission.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

License

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

Headquarters: 1771 N Street, N.W., Washington 6, D. C.
Phone: Decatur 2-9300

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In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

Director	District	States Comprising District
Robert L. Krueger, WTAG, Worcester	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
E. R. Vadeboncoeur, WSYR, Syracuse, N. Y.	2	New York and New Jersey.
George H. Clinton, WPAR, Parkersburg, W. Va.	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
Harold Essex, WSJS, Winston-Salem, N. C.	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
John Fulton, WGST, Atlanta	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
Henry B. Clay, KWKH, Shreveport, La.	6	Arkansas, Louisiana, Mississippi and Tennessee.

Director	District	States Comprising District
F. Ernest Lackey WHOP, Hopkinsville, Ky.	7	Kentucky and Ohio.
Stanley R. Pratt WSOO, Sault Ste. Marie, Mich.	8	Indiana and Michigan.
Hugh K. Boice, Jr. WEMP, Milwaukee	9	Illinois and Wisconsin.
E. K. Hartenbower KCMO, Kansas City, Mo.	10	Iowa, Missouri and Nebraska.
John F. Meagher KYSM, Mankato	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Jack Todd KAKE, Wichita, Kan.	12	Kansas and Oklahoma.
Kenyon Brown KWFT, Wichita Falls, Tex.	13	Texas.
William C. Grove KFBC, Cheyenne, Wyo.	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Carson.
William D. Pabst KFRC, San Francisco	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
Albert D. Johnson KOY, Phoenix, Ariz.	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside. San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
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WIST, Charlotte, N. C.

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KBKR, Baker, Ore.

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Henry W. Slavick
WMCT, Memphis, Tenn.
Alexander Stronach
ABC-TV, New York

MANAGERS AND AGENTS

Address and Telephone Numbers of Talent Representatives in New York, Los Angeles and Chicago

☆ NEW YORK ☆

Affiliated Artists
20 East 53rd St.....PLaza 3-1862

Alexander, Willard, Inc.
30 Rockefeller Plaza .....CIrcle 6-4224

All America Artists, Inc.
1819 Broadway .....JUdson 6-2244

Allen, Buddy, Agency
595 Madison Ave.....ELdorado 5-0646

Appell, James S.
400 Madison Ave.....PLaza 3-7840

Becker, V. S. Advertising Service
562 Fifth Ave.....LUxembourg 2-1040

Briscoe & Goldsmith, Inc.
522 Fifth Ave.....MUrray Hill 2-6244

Brooks, Ted
134 East 57th St.....PLaza 9-1344

Chase, Cleveland B. Co., Inc.
424 Madison Ave.....ELdorado 5-1591

Coe, Roberts Associates
366 Madison Ave.....VAnderbilt 6-3417

Collins, Ted
1819 Broadway .....CIrcle 7-0094

Columbia Artists Management, Inc.
113 West 57th St.....CIrcle 7-6900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza.....COlumbus 5-3580

Cooper, Frank Associates
521 Fifth Ave.....VAnderbilt 6-5661

DeGroot, Roy Consultants, Inc.
551 Fifth Ave.....MUrray Hill 7-9135

Evans & Weinhold
113 West 57th St.....CIrcle 7-6900

Fadiman Associates, Ltd.
1501 Broadway.....LAckawanna 4-3544

Famous Artists Corp. of N. Y.
610 Fifth Ave.....CIrcle 7-6200

Fanchon & Marco, Inc.
1501 Broadway.....CHickering 4-3956

Herman Fialkoff Agency
1560 B'way .....JUdson 2-4037

Gabbe, Lutz & Heller
1619 B'way .....CIrcle 5-7998

Gale, Inc.
48 West 48th St.....PLaza 7-7100

General Artists Corp.
1270 Sixth Ave.....CIrcle 7-7543

Getts, Clark H.
430 Park Ave.....PLaza 0-0910

Gibbs, John E., & Co.
30 Rockefeller Plaza.....PLaza 7-5959

Glaser, Joe, Inc.
745 Fifth Ave..... .....PLaza 9-4600

Goodman, Martin
Warwick Hotel .....JUdson 6-1180

Greshler, Abner J.
1270 Sixth Ave.....CIrcle 7-3025

Grossman, Al
1270 Sixth Ave.....CIrcle 5-8422

Hahlo, Sylvia
133 W 57th St. .....JUdson 6-2731

Hanna, Mark
654 Madison Ave. .....TEmpleton 8-8730

Hayward, Leland, Ltd.
250 W. 57th St..... JUdson 6-2580

Hurok Attractions, Inc.
711 Fifth Ave.....PLaza 9-6000

Karn, Estella H.
49 West 45th St.....LUxembourg 2-2170

Kerr, Bob
65 W. 54th St.....COlumbus 5-8051

Leddy, Mark J.
48 Wst 48th St.....JUdson 6-2760

Lengel, William C. Literary Associates
67 West 44th St.....MUrray Hill 2-3606

Lipset, Benjamin B.
1350 Broadway.....CHickering 4-2466

Leipzig, Syd
1564 Broadway .....CIrcle 6-2367

Management Corp. of America
598 Madison Ave.....PLaza 9-7500

William McCaffrey Agency
501 Madison Ave.....ELdorado 5-1076

Michaud, Arthur T.
1619 Broadway .....CIrcle 7-2900

Mindling, Louis A.
113 West 57th St.....CIrcle 5-5370

Morris, William Agency, Inc.
1270 Sixth Ave.....JUdson 6-5100

Morrow, Marjorie
1501 Broadway .....CHickering 4-0644

Moses, John H.
730 Fifth Ave.....CIrcle 6-2677

Music Corp. of America
598 Madison Ave.....PLaza 9-7500

National Concert & Artists Corp.
711 Fifth Ave.....PLaza 9-6000

National Radio & Theatrical Bureau
1650 Broadway .....JUdson 6-3550

North, Meyer B.
1564 Broadway .....PLaza 7-3445

O'Connor, John
1697 Broadway .....CIrcle 5-4920

Okun, Lillian
2 West 67th St.....TRafalgar 7-8916

Peed, Earl S.
119 W. 57th St.....PLaza 7-3726

Pratt, Ben
322 East 50th St.....PLaza 8-0593

Richard, Max
1776 Broadway .....PLaza 7-6414

Roberts, Bob Levitt
806 Seventh Ave.....JUdson 6-0026

Shurr, Louis
1501 Broadway.....CHickering 4-8240

Souvaine, Henry, Inc.
30 Rockefeller Plaza.....CIrcle 7-5666

Special Attractions, Inc.
48 West 48th St.....PLaza 7-3380

Stanley, Aileen
1619 Broadway .....PLaza 7-6779

Stark, Wilbur
510 Madison Ave.....PLaza 3-1742

Storer, Douglas F.
1270 Sixth Ave..... ...CIrcle 7-6325

Vallon, Mike
1270 Sixth Ave..... ...CIrcle 7-0162

Waible, Fred
400-A E. 56th St.....ELdorado 5-2372

Wolf Associates, Inc.
420 Madison Ave.....PLaza 5-7620

Yost, Ben Enterprises
1650 Broadway .....CIrcle 6-6532

☆ LOS ANGELES ☆

Allen Larry, Inc.
6381 Hollywood Blvd. (28)...HEmpstead 0421

Ainsworth, Helen, Agency
197 N. Canon Dr. (B. H.)..CRestview 6-2062

Bergerman, Stanley & Co.
8553 Sunset Blvd.....CRestview 6-6121

Bernie, Herman
260 S. Beverly Dr. (B.H.)...CRestview 5-0117

Bloom, Phil, Agcy.
416 N. Bedford Dr.....CRestview 6-1339

Business Administration Co.
360 N. Camden Dr. (B.H.)...CRestview 6-7071

Columbia Artists Management, Inc.
427 West 5th St.....MAdison 6-2327

Crosby, Everett N., Ltd.
9028 Sunset Blvd. (46).....BRadshaw 2-2771

Famous Artists Corp.
9441 Wilshire Blvd. (B.H.)..CRestview 1-5222

Federal Artists Corp.
8734 Sunset Blvd. (46).....CRestview 5-5251

Frederick Bros. Agcy. Inc.
214 N. Canon Dr. (B.H.)....CRestview 1-6244

General Artists Corp.
9028 Sunset Blvd. (46).....CRestview 1-8101

Gertz, Mitchell Agcy., Inc.
240-242 S. Beverly Dr. (B.H.)
CRestview 4-5491

Gregory Associates, Inc.
930 N. La Cienega Blvd.....BRadshaw 2-5084

Nat C. Goldstone Agcy.
9121 Sunset Blvd. (46).....CRestview 6-1071

Hamilburg, Mitchell, Jr.
8776 Sunset Blvd.....CRestview 5-4171

Irwin, Lou, Inc.
9165 Sunset Blvd. (46).....CRestview 1-7131

Jaffe, Sam, Agcy.
8553 Sunset Blvd. (46).....CRestview 6-6121

Kohner, Paul, Inc.
9169 Sunset Blvd. (46).....CRestview 1-5165

Kramer, Earl Agcy.
204 S. Beverly Drive (B.H.)..CRestview 6-2338

Kurtze, Jack, Agcy.
214 N. Canon Dr. (B.H.)....CRestview 4-5403

M. C. Levee
9000 Sunset Blvd.....CRestview 6-6285

Linsk, Lester
9606 Santa Monica Blvd. (B.H.)
CRestview 5-4396

MCA, Ltd.
9370 Santa Monica Blvd. (B.H.)
CRestview 6-2001

McConkey Artists Corp.
Hollywood Roosevelt Hotel (28)
HEmpstead 7141

Morris, Wm., Agency, Inc.
202 N. Canon Drive (B.H.)..CRestview 1-6161

National Concert & Artists Corp.
427 W. 5th St. (13).....MAdison 9-1241

Preminger, Inge, Agcy.
204 S. Beverly Dr. (B.H.)...CRestview 6-8775

Radio Registry
1519 Cross Rds. of the World..HIllside 8321

Rocamora, Wynn
8584 Sunset Blvd. (46).....CRestview 4-5431

Rosenberg, George, Agcy., Inc.
211 S. Beverly Dr. (B.H.)....CRestview 1-8121

Rush, Art, Inc.
1418 N. Highland Ave. (28)....HIllside 5161

Saphier, James L., Agcy., Inc.
9538 Brighton Way (B.H.)..CRestview 1-7231

Small, Paul, Artists, Ltd.
448 S. Canon Dr. (B.H.)....CRestview 1-5246

Sharpe, Don W.
8511 Sunset Blvd. (46).....CRestview 6-2044

Schwartz Agcy.
8749 Sunset (46).....CRestview 6-7371

Shauer, Melville A., Agcy.
9120 Sunset Blvd. (46).....CRestview 1-1103

Sherman, Edward, Agcy.
8580 Sunset Blvd. (46).....CRestview 5-0186

Shurr, Louis Agcy.
327 North Rodeo Dr. (B.H.).CRestview 1-1116

Somlyo, E. T.
242 N. Canon Dr. (B.H.)....CRestview 6-2041

Stempel-Olenick Agcy.
717 N. La Cienega Blvd. (46).CRestview 1-7141

Wadsworth, J. B.
9172 Sunset Blvd.....CRestview 6-0698

Winkler, Daniel M.
9606 Santa Monica Blvd. (B.H.)
CRestview 1-7244

☆ CHICAGO ☆

Alexandroff, Norman, Artists' Bureau
410 S. Michigan Ave.....WAbash 2-6761

Associated Booking Corp.
203 North Wabash.....CEntral 6-9451

Benn Theatrical Agency
64 West Randolph St.....DEarborn 2-6850

Consolidated Radio Artists of Ill.
32 W. Randolph St.....FRanklin 2-8300

Ellsworth, W. M.
75 E. Wacker Drive.....CEntral 6-0942

General Artists Corp.
360 N. Michigan Ave.....STate 2-6288

Harry Greben Enterprises
203 North Wabash.....DEarborn 2-0996

Gumbiner Management Co.
120 S. LaSalle St.....STate 2-0248

Charles E. Hogan
203 North Wabash.....CEntral 6-2032

Tweet Hogan
203 North Wabash.....ANdover 3-6910

Jack & Jill Players Radio Artists Co.
180 E. Delaware St.....WHitehall 4-5100

Lear, Les Productions Corp.
139 No. Clark St.....FRanklin 2-2100; 2-7840
ANdover 3-7233

Levin, W. Biggie
612 N. Michigan Ave.....SUperior 7-0506

Paul Marr Theatrical Agency
203 North Wabash.....DEarborn 2-7415

McConkey Artists Corporation
127 North Dearborn.....STate 2-7332

Morris, William, Agency
203 N. Wabash Ave.....STate 2-3632

Morse, Sidney P.
203 N. Wabash Ave.....RAndolph 6-6990

Music Corporation of America
430 N. Michigan Ave.....DElaware 7-1100

Mutual Entertainment Agency, Inc.
203 North Wabash.....RAndolph 6-6990

National Concert & Artists Corp.
105 W. Adams St.....DEarborn 2-5813

Sidney J. Page
203 North Wabash.....STate 2-7344

Radio Talent, Inc.
35 E. Wacker.....FRanklin 2-4351

Schuster, Milton
127 North Dearborn St.....DEarborn 2-3633

Phil Tyrrell Agency
203 North Wabash.....FRanklin 2-8665

WLS Artists Bureau
120 W. Washington Blvd.....MOnroe 6-9700

11 DIFFERENT STATIONS

WJBK
DETROIT

WAGA
ATLANTA

WMMN
FAIRMONT

WGBS
MIAMI

WSPD-TV
TOLEDO

WJBK-TV
DETROIT

WSAI
CINCINNATI

WWVA
WHEELING

WAGA-TV
ATLANTA

KEYL-TV
SAN ANTONIO

WSPD
TOLEDO

Does your product need a climate that's hot . . . or cold? Should the market be urban or rural . . . large or small? Whichever it is there's a top-value STORER STATION to sell your product successfully! In broadcasting — and telecasting too — wide-awake programming and friendly service have built enthusiastic audiences. So put your product on STORER STATIONS . . . stations where wise buyers hear what wise sellers have to say.

STORER BROADCASTING COMPANY

TOM HARKER, V. P., National Sales Director

NATIONAL SALES HEADQUARTERS:

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NETWORKS

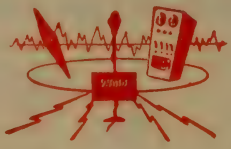
RADIO

NATIONAL

REGIONAL

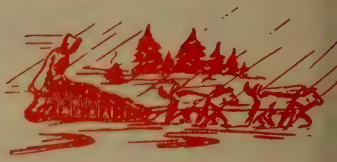
Detroit is not only the world's greatest automotive center, it is also one of the nation's most important radio and television production centers. And the center of Detroit's radio and television production is.....

TRENDLE-CAMPBELL ENTERPRISES, INC.



Because Trendle-Campbell originates four live programs on two national networks. These are the nationally famous *LONE RANGER*, Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m., E.S.T., on ABC. Also, the *LONE RANGER* on television every Thursday from 7:30 to 8:00 p.m., E.S.T., on ABC network. *LONE RANGER* celebrates its 20th anniversary this year.

SERGEANT PRESTON of the YUKON 5:00 to 5:30 p.m., E.S.T., Tuesdays and Thursdays on Mutual Network.



THE GREEN HORNET for many years one of the top radio programs, now being produced as a television show, will be available soon for sponsorship.

TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building Detroit 26, Michigan

NEW SYMBOL OF PROGRESS

AB-PT Moves Swiftly To Build Public Service

By ROBERT E. KINTNER, President
American Broadcasting Company

A NEW competitive force was initiated in the home radio and television broadcasting industry on February 9, 1953 when the Federal Communications Commission gave its approval to the merger of the American Broadcasting Company and United Paramount Theatres, Inc., as being "in the public interest."

The merger combined in the newly formed American Broadcasting-Paramount Theatres, Inc., the 651-theater chain of United Paramount Theatres, Inc., with the then 355-radio station and 81-television station networks of the American Broadcasting Company which owned five stations in radio, television and FM.

Under the terms of the merger, the American Broadcasting Company continues to operate its radio and television networks as a division of the merged company, AB-PT, which maintains its policy of operating its theaters on a decentralized basis through regional operating subsidiary companies.

The merger brings together in one company the combined show business "know-how" of two leading components of the entertainment world—radio and television on the one hand and the motion picture theaters on the other.

Less than a month after the merger was consummated, ABC moved rapidly ahead to make good its promise to become a stronger and top competitor in the home broadcasting and telecasting industry. In rapid succession these developments were announced by ABC:

Feb. 18: ABC to spend $2,000,000 for super-power video for its five owned television stations

Feb. 19: ABC buys two top TV story properties; to star Paul Hartman and Barry Sullivan.

Feb. 23: A new concept in radio programming featuring music and news on ABC Saturday, Sunday and Monday nights, with name stars as masters of ceremonies.

Feb. 24: ABC eagle on federal mirror adopted as trademark by ABC radio and television networks starting March 1, 1953.

Feb. 25: WABC, WABC-FM and WABC-TV are the new call letters for ABC in New York, effective March 1, 1953.

Feb. 27: ABC announces expenditure of $100,000 for all-family film serials on New York television station—WABC-TV.

March 2: ABC expands its TV and radio operations into additional top markets of the country; adds 14 new TV affiliates for total video network of 95 and five new radio affiliates bring ABC radio network to 362 stations.

March 6: (the date this was written) ABC signs George Jessel to an exclusive long-term contract for his services in radio and TV as a performer and producer effective June 1, 1953.

These are the headlines which tell in graphic and concise fashion the story of ABC's first steps following the merger to become a vital and vigorous competitor.

The goal of ABC is to compete more effectively, to render a better and more far-reaching service to the public. We plan to achieve this goal through sound, business-like progress and a steady, consistent development and growth. We do not expect magic results over-night.

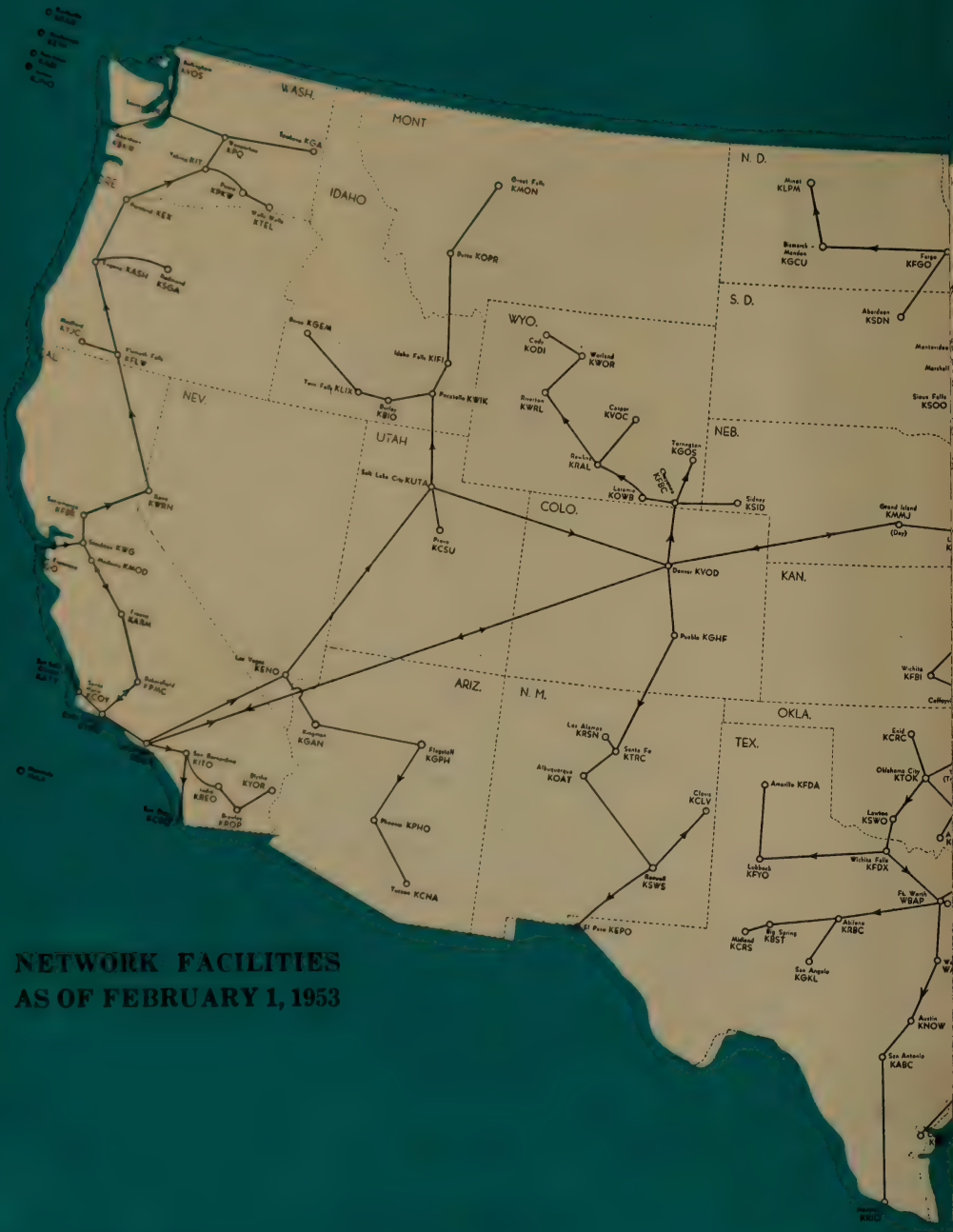
Time alone will tell the full benefits of the merger to the American audience in radio and television through better programming, not alone by ABC but throughout the entire industry as competition rises to higher levels.

This year (1953) will mark one of the peak periods of expansion in the history of ABC. Basically this expansion will be on the programming front and is geared to the Fall season. As a milestone in the network's progress, 1953 will take its place alongside the August, 1948-September 1949 period when ABC became the first network to place in operation its five owned television stations.

ABC eagerly welcomes the opportunities the merger presents to us for broadening the industry's programming horizons just as I am certain CBS, DuMont, MBS and NBC recognize and will rise to new heights of achievement to meet the challenge of strong new competition.

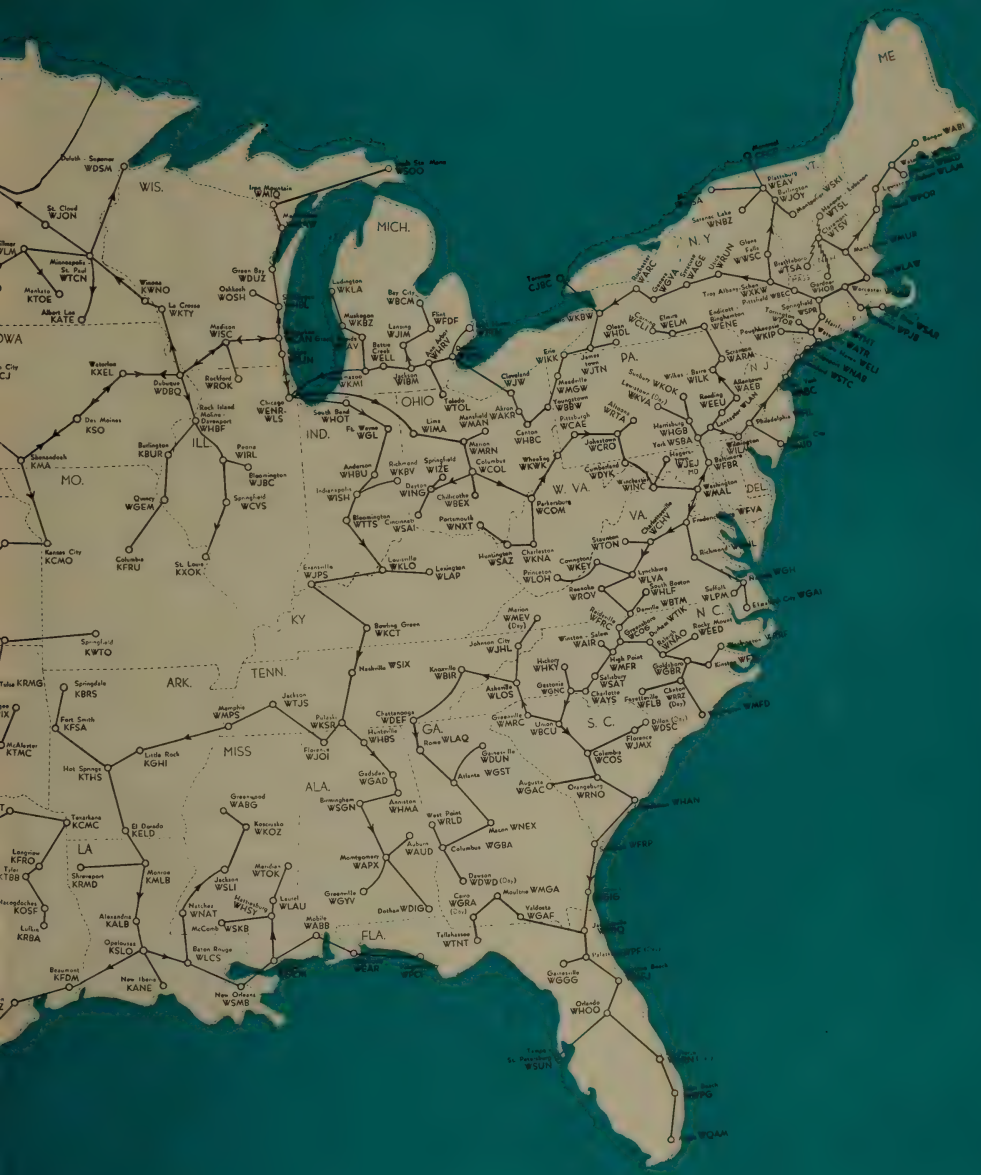
This will rebound to the benefit of the audience, the advertiser and the industry. We are indeed standing on the threshold of an exciting new era in radio and television.

AMERICAN BROAD

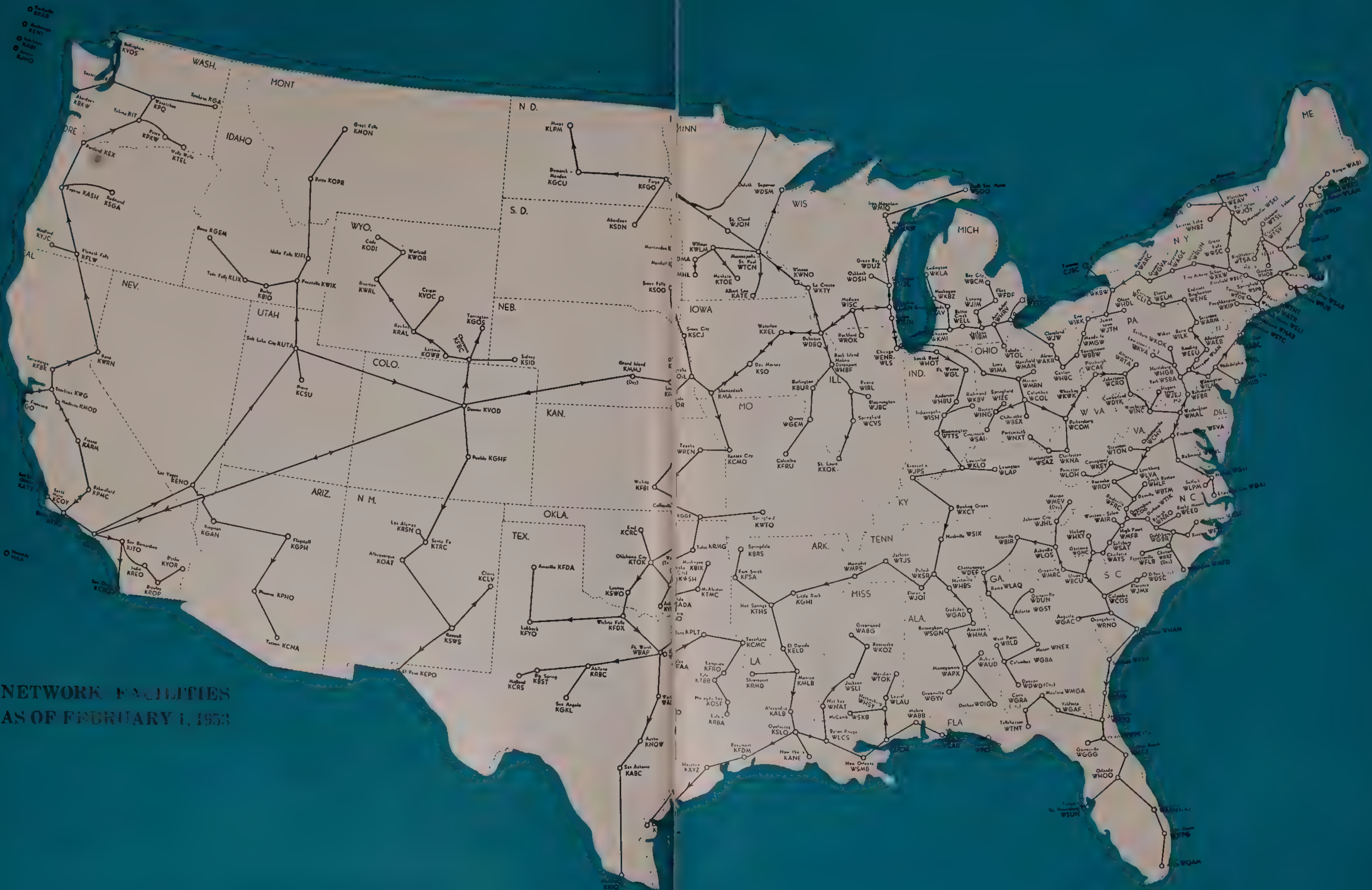


NETWORK FACILITIES
AS OF FEBRUARY 1, 1953

CASTING COMPANY



AMERICAN BROADCASTING COMPANY



NETWORK FACILITIES
AS OF FEBRUARY 1, 1953

AMERICAN BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theaters, Inc.)

7 West 66th Street, New York 23, N. Y.
(Telephone Number: SUsquehanna 7-5000)

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Owen D. Young

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Earl E. Anderson.....Vice-President
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Earl Hudson.....Vice-President
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John H. Norton, Jr.....Vice-President
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Thomas Velotta.....Vice-President
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Walter C. Tepper.....Controller
Aaron Rubin.....Ass't Secretary and Treasurer
Omar Elder.....Ass't Secretary

New York

30 Rockefeller Plaza
New York 20, New York

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John Bourcier.....Operations Supr.
Thomas F. Foy.....Purchasing Agent
Richard Hamilton.....Supr. of Communications
Clare Owen.....Administrative Assistant
John Preston.....Director of Engineering Facilities & General Services
Lawrence Ruddell.....Recording Director
Joseph J. Spagnola.....Office & Studio Services Director
William Trevarthen.....Director of Engineering Operations
Reginald Willcocks.....Traffic Manager

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Aaron Rubin.....Assistant Treasurer & Assistant Secretary
Walter C. Tepper.....Controller
Marie McWilliams.....Director of Personnel

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Geraldine B. Zorbaugh.....Secretary & Acting General Attorney
Omar Elder.....Attorney & Assistant Secretary

Labor Relations

Mortimer Weinbach.....Acting Director of Labor Relations

News & Special Events

Thomas Velotta.....Vice-President in Charge
Donald Coe...Director of News & Special Events

Program

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Raymond Diaz.....National Program Director
William Berns.....WABC Program Manager
Leonard Blair.....Eastern Program Director
Walter A. Gustafson Supervisor of Sound Effects
William Hamilton...Eastern Production Manager
Helen Hedeman.....Supervisor of Casting
Anne Kelly.....Announcing Office Manager
J. Ward Mitchell.....Manager of Script & Program Promotion
George Sax.....Supervisor of Program Production Control Unit
Clayton Shields.....Business Manager
Myrtle Tower...Director of Program Operations
Frank Vagnoni.....Manager of Music Division

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John Pacey.....Director of Public Affairs
Ruth Crawford.....Librarian
Mitchell DeGroot.....Manager of Advertising & Promotion
Arthur B. Donegan.....Manager of Publicity

Ellen Heagerty.....Supervisor of Audience Information
Grace Johnsen.Director of Continuity Acceptance
Ruth Trexler.....Executive Producer of Religious and Education Programs

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George Huelser.....Sales Service Manager

Station Relations, Operations for Sales & Station Traffic, Research & Sales Development

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Frank Atkinson.....Manager of Co-operative Program Sales
Stewart Barthelmess.....Manager of Station Clearance
Alfred Beckman.....National Director of Station Relations Department
Donald Buck.....Director of Operations for Sales and Station Traffic
Alice Stamatis.....Manager of Order Processing
Oliver Treyz.....Director of Research & Sales Development
William A. Wylie.....Manager of Station Relations Department

Central Division
20 North Wacker Drive
Chicago 6, Illinois

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LeRoy Bartrum.....Manager of Traffic & Communications
Kenneth Christiansen.....Manager of Office & Studio Services
Mary A. Corcoran.....Purchasing Agent & Personnel Interviewer
Wilbur Cummings..Engineering Operations Supr.
Frances Dixon.....Program Booking and Operations Supervisor
James Duffy.....Manager of Advertising and Sales Promotion
Walter L. Emerson.....Legal Counsel
Elliot Henry, Jr.....Publicity Manager
William Hohmann.....Research Supervisor
E. C. Horstman.....Manager of Engineering & General Services Department
Lowell E. Jackson.....Manager of Network Sales
Edward Bishoff.....Sales Service Manager
Burr E. Lee.....Manager of Production and Announcing
Francis McNulty.....Music Rights Supervisor
Cornelius O'Dea.....News Supervisor
Stewart Robinson .....Auditor
Robert M. Savage.....Manager of Script & Continuity Acceptance
W. Donald Roberts.....Director of Network for Central Division

Hollywood
1539 North Vine Street
Hollywood 28, California

Earl Hudson .....Vice-President in Charge of Western Division
J. Clifford Anderson.....Program Business Mgr.
Dorothy L. Brown.....Continuity Acceptance Editor, Western Division
Philip G. Caldwell.....Manager, Engineering & General Services, Western Division
Francis Conrad...Director of Radio, Western Div.
Dresser Dahlstead.....Program Manager, Western Division
Ralph Denechaud...Engineering Operations Supr.
Paul Gates.....Night Program Manager
Francis D. LaTourette.....Western Division News Editor
Allan Maynard.....Purchasing Agent & Supervisor of Building Maintenance
Courtney McLeod.....Traffic Manager, Western Division
Jon Meyers.....Assistant Program Manager & Production Manager
Florence T. Schiro.....Personnel Director
C. Merwin Travis.....Director of Promotion-Publicity Services
John C. Wagner....Controller, Western Division

San Francisco
420 Taylor Street
San Francisco 2, California

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A. E. Evans.....Manager of Engineering & General Services Department
Gordon Grannis.....Advertising, Promotion & Publicity Manager
Lois Ann Hart.....Sales Service Manager
Edith Kirby.....Traffic Manager
Victor Reed.....Manager of News & Special Events & Program Operations
Henry A. Saroyan.....Auditor
Lorraine Duchene..Continuity Acceptance Editor

Owned Radio Stations

Theodore I. Oberfelder.....Vice-President in Charge of Owned Radio Stations
William Materne.....National Sales Manager, Owned Radio Stations

New York

Hartley Samuels.....General Manager of WABC
Michael Renault..Commercial Manager of WABC

Chicago

Edward Lynch.....Sales Manager of WENR

Hollywood

Amos Baron.....Station Manager and National Sales Manager of the Western Division
Jon Wells Barkhurst.....Director of Radio Promotion-Publicity Department
Matthew Barr.....Sales Manager of KECA

San Francisco

Paul Scheiner.....Sales Manager of KGO

Detroit
(WXYZ, Inc.)

Harold Christian.....Sales Manager of WXYZ

Station Representatives for WABC, KECA & KGO
Edward Petry & Company
488 Madison Avenue
New York 22, N. Y.

Station Representatives for WENR & WXYZ
John Blair & Company
150 East 43rd Street
New York 17, N. Y.

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James W. Hicks, WCOS, Columbia, S. C.

almost 10% of the nation's sales takes place HERE in WJR's primary coverage area!

WJR

the great voice of the great lakes

WJR MARKET DATA

		% of total U. S. market
Population	12,601,300	8.3
Radio Homes	3,785,540	8.6
Farm Radio Homes	328,990	5.9
Food Sales	$ 3,266,766,000	9.4
Retail Sales	$13,613,431,000	9.3
Drug Sales	$ 464,447,000	10.3
Filling Station Sales	$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

This multi-billion dollar market, so vital to your national sales volume, is effectively and economically covered by one single sales voice. WJR reaches *all* of this great market every time of the day, every day of the year, with the most influential single voice in the area! Increase your sales in this rich 137 county area—use WJR, the Great Voice of the Great Lakes.

For more information, contact WJR or your Christal representative today.

FREE SPEECH MIKE

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CBS Radio Network
50,000 watts Clear Channel

WJR, Fisher Building, Detroit 2, Michigan
WJR, Eastern Office: 665 Fifth Avenue, New York 22
Represented Nationally by the Henry I. Christal Company
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.

NO. 1 PROBLEM—AUDIENCE

Basic Ingredients For Its Building Is—Programs

By ADRIAN MURPHY
President, CBS Radio

IT IS always something of a risk to try and set down in the middle of January predictions which will be published toward the end of April and which will be read (if at all) at some unknown time in the succeeding ten or eleven months.

This is a risk which none of us takes willingly. But perhaps it is good for the soul that we do take it since it forces us to attempt long-range revaluations of a situation which, for the most part, we see only on a day-to-day, even hour-by-hour basis.

It seems to me that now—as invariably as in the past—the basic problem of radio is audiences. And audiences inevitably have only a single fountainhead: programs.

The mere fact that television has become another competitor for leisure-time attention—added to reading, conversation, movies, visiting, driving, etc.—accents the audience problem rather than makes it insoluble.

Perhaps one of radio's strongest attributes now, as always, is the fact that radio listening is a leisure-time activity *which can be engaged in at the same time people engage in other activities.* This is most demonstrable during the daytime hours when housewives are faced with the hourly and weekly chores which continue throughout the year. These housewives each day recognize and rebuild their homes from the debris of everyday living and, *at the same time,* are informed and entertained by daytime radio—without missing a crease in the bed sheets or a speck of dust in the living room. This simultaneous work-play equation has made daytime radio the good companion of the American housewife. There seems to me to be no evidence that television will materially change this situation in the foreseeable future.

In nighttime radio we have, obviously, a somewhat different situation. Initially radio was traditionally a center-of-the-home activity. The radio set was a major household investment made for the whole family. The family made dates with their favorite performers between the hours of 7 and 10 and gathered *as a family* to keep these dates.

But, even before television, this pattern was changing. Radio listening was moving beyond the confines of the living room into the den, the kitchen, the bedroom, and the automobile. The mere fact that in the past six years 100,000,000 new radio sets have been bought seems to indicate that the radio has been becoming a personal, rather than a family, adjunct to people's lives.

I suspect that as the general economic well-being of the United States continues to grow—as more and more people continue to get more and more of the so-called luxuries—this trend toward personalization of radio will accelerate, rather than diminish.

I think as broadcasters we have a very real responsibility to work with diligence and imagination to create new forms of programming which will conform to the living habits of our people.

Obviously, none of us is satisfied with the encouraging situation as it is reported to us through research information. We, at CBS Radio, are considering how we can best translate the world of public affairs into exciting radio fare. This might be a program feature of the future. We are constantly devising new ways to discover and expose new personalities to the radio audience. All this, and more, we have done and will continue to do.

I grant you that there is a wide gap between recognizing and accomplishing an objective. However, recognition is an important first step—and we have already taken a few steps beyond.

Programs is the word that all of us keep before us at all times—think about, talk about, dream about. I am sure that other broadcasters are doing the same. I am convinced that today, and for the next five years, audiences are the industry's primary concern. It is the concern of our affiliated stations, and it is the concern of network and the stations that we own and operate. I am confident that the nature of radio, and the personalities of radio, and the interest that people have in acquiring radios to accompany them wherever they go represent a foundation which will insure the continuance of radio as a major medium for reaching, communicating to, and influencing the U. S. market in 1953 and years beyond.

CBS RADIO

NETWORK FACILITIES
AS OF FEBRUARY 1, 1953

NETWORK

KDAL Duluth
WCCO Minneapolis
KGLO Mason City
KRNT Des Moines
WMT Cedar Rapids
WQUA Moline
WIBW Topeka
KMBC Kansas City
KMOX St. Louis
KTTS Springfield
KSWM Joplin
KTUL Tulsa
KFPW Fort Smith
KLRA Little Rock
KRLD Dallas
KWKH Shreveport
KLOU Lake Charles
KTRH Houston
WWL New Orleans
WBAY Green Bay
WISN Milwaukee
WKOW Madison
WBBM Chicago
WSBT South Bend
WIOU Kokomo
WBAT Marion
WLBC Muncie
WHBU Anderson
WFBM Indianapolis
WTHI Terre Haute
WTAD Quincy
WDWS Champaign
WSOY Decatur
WTAX Springfield
WBBD Peoria
WDAN Danville
WEOA Evansville
WHAS Louisville
WPAD Paducah
WHOP Hopkinsville
WLAC Nashville
WREC Memphis
WJEF Grand Rapids
WKZO Kalamazoo
WJR Detroit
WANE Fort Wayne
WHIO Dayton
WKRC Cincinnati
WPAY Portsmouth
WBNS Columbus
WPAR Parkersburg
WCMI Ashland
WHUB Cookeville
WNOX Knoxville
WDOD Chattanooga
WAGA Atlanta
WAPI Birmingham
WCOV Montgomery
WRBL Columbus
WGAU Athens
WAIM Anderson
WAKE Greenville
WGAR Cleveland
WADC Akron
WKBN Youngstown
WOAD Toledo
WJAS Pittsburgh
WMBS Uniontown
WWVA Wheeling
WMMN Fairmont
WCHS Charleston
WJLS Beckley
WCUM Cumberland
WFMD Frederick
WARD Johnstown
WVAM Altoona
WHOK Harrisburg
WHUM Reading
WHP Harrisburg
WARK Hagerstown
WCAU Philadelphia
WFPG Atlantic City
WCED Du Bois
WELM Elmira
WWPA Williamsport
WGBI Scranton
WNBF Binghamton
WHEC Rochester
WGR Buffalo
CFRB Toronto
WWNY Watertown
WIBX Utica
WFBL Syracuse
WENT Gloversville
WTRY Troy
WMAS Springfield
WDRC Hartford
WBRY Waterbury
WCSH Portland
WGAN Portland
WGUY Bangor
CKAC Montreal
WCAX Burlington
WKXL Concord
WKNE Keene
WFEA Manchester
WTAG Worcester
WEEI Boston
WPRO Providence
WCSC New York
WDBJ Roanoke
WBIG Greensboro
WTOB Winston-Salem
WDNC Durham
WFMA Rocky Mount
WGTM Wilson
WFAI Fayetteville
WBT Charlotte
WNNC Asheville
WSPA Spartanburg
WMSC Columbia
WRDW Augusta
WMAZ Macon
WGPC Albany
WCOC Meridian
WGWC Selma
WJQS Jackson
WKRG Mobile
WBSR Pensacola
WTAL Tallahassee
WMBR Jacksonville
WFOY St. Augustine
WDBO Orlando
WDAE Tampa
WSPB Sarasota
WINK Fort Myers
WJNO West Palm Beach
WQBS Miami
WKAQ San Juan

CBS RADIO NETWORK

NETWORK FACILITIES
AS OF FEBRUARY 1, 1953

CBS RADIO
(A DIVISION OF CBS, INC.)

Executives and Staff
485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345
Registered Telegraphic Address—COLUMBIA NEW YORK

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Bert West.....Sales Manager

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Agnes Law .....Librarian
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Sam Slate.....Program Manager
Don Foley.....Promotion Manager

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Jules Dundes.....Sales Manager
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Robert Hyland.....Sales Manager
Mark Russell.....Program Manager
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Charles Vaill.....Promotion Manager

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(For television personnel turn to TELEVISION YEAR BOOK in this volume)

AMPLE ROOM FOR RADIO, TV

New And Better Ways Devised For Use Of Each

By THOMAS F. O'NEIL, President,
Mutual Broadcasting System

EXAMINING 1952 for what it was—a 12-month installment in the long-term history of broadcasting — I find the year noteworthy on three main counts, with a fourth which turned out to be mainly a stage-set for the other three, despite advance notices which had it billed as the milestone event of the decade. But the top contribution of the year as a whole was its stronger-than-ever evidence that radio and television are both destined for long and thriving existence . . . each one performing vital functions in its own right.

TV's Big Thaw, announced last April, proved to be merely the backdrop against which both forms of broadcasting played their respective roles in '52. Theoretically, that FCC ruling was to open the floodgates to nationwide saturation by this newest medium. For a number of reasons, however, the expected flood is still a trickle; large U. S. areas are still unreachable by TV; radio continues to serve as the only real mass medium available to the people of the United States at the present time.

Accordingly, one point firmly established during the past year is this: that the national economy has ample room for both radio and TV. This point had been perennially questioned ever since television first arrived on stage. But it seems to me that the two media's working roles got squared away, for a long time to come, by their users' experience in '52. New and better ways were developed for the use of each, and the comparative scope and effectiveness of both became more clearly understood to the people than ever before.

This brings me to the second plus-mark in my scoring of the past year, and here I credit television with doing radio a genuine service. For years, a good three-quarters of all network radio business was confined to four main product-types: foods, drugs, soaps, and tobaccos. Then along came TV, with all its allure for all sorts of advertisers—many of whom had never conceived of using the airwaves, with or without pictures. Inevitably, a number of these new sponsors found TV costs out of line with their own economics, and had to discontinue. But even that brief fling gave them first-hand realization of the mass impact which both radio and TV provide, and the radio networks found a lot of new doors open to their lower-cost, mass-sales story. On Mutual alone last year, 22 different product classifications were represented, and the entire medium is proving its ability to sell a wider variety of goods and services with every turn of the calendar.

I approach Point Three on the year's record with some diffidence, for here my assessment of network radio in '52 must concentrate on the Mutual Network in '52. Our solid and contra-industry gain in billings over the preceding year is reasonably good proof that radio time continues to work well in our clients' hands. But still more important—for the whole industry and its whole future—is the new focus we have put on actual radio-vs.-TV performance.

This refers, of course, to the unique formula for rate adjustment set up by Mutual. Following the other networks in point of time, but differing entirely from them in point of policy, our rate revision enables the radio sponsor to gear his time costs to the spread of TV—even as that spread increases in years to come. In brief, our rates remain unchanged in non-TV America . . . we provide a 50% discount on nighttime charges for all stations within 50 miles of a TV transmitter . . . and we apply that discount, six months after TV reaches any new area, to all MBS stations within that radius of the new tower.

I can't help remarking that, without exception, the loudest blasts against radio, and the most presumptuous arrangements for its immediate funeral, are made by persons with the least insight into the actual workings of the medium. Often, too, the apparent "glamour" of television and its stars seems to cloud some people's thinking regarding the real value inherent in the two media.

The past year has demonstrated anew the unmatched effectiveness of network radio. And it is my abiding conviction that, because of the year's further contributions in both flexibility and economy as traced on this page, the future of the medium is assured.

MUTUAL BROAD

ALABAMA
WSGN GADSDEN
WSGN GADSDEN
WAPI BIRMINGHAM
WBRC BIRMINGHAM
WBIP BREWTON
WMSL DECATUR
WMSL DECATUR
WTBF TROY
WTBF TROY
WLAY LAYSON
WLAY LAYSON
WMOB MOBILE
WMOB MOBILE
WSFA MONTGOMERY
WSFA MONTGOMERY
WAGF DOTHAN
WAGF DOTHAN
WRJM MUSCLE SHOALS
WRJM MUSCLE SHOALS
WJHP JACKSONVILLE
WJHP JACKSONVILLE
WTBC TUSCALOOSA
WTBC TUSCALOOSA

ARIZONA
KGUN TUCSON
KGUN TUCSON
KTUC TUCSON
KVOA TUCSON

ARKANSAS
KVMC BENTONVILLE
KBTM JONESBORO
KBHC BLYTHEVILLE
KBHC BLYTHEVILLE
KCMC FORT SMITH
KFPW HOT SPRINGS
KFPW HOT SPRINGS
KBTM JONESBORO
KBTM JONESBORO
KVMA MAGNOLIA
KVMA MAGNOLIA
KFFA PINE BLUFF
KFFA PINE BLUFF
KVOA RUSSELLVILLE
KVOA RUSSELLVILLE
KWAK STUTTGART
KWAK STUTTGART

CALIFORNIA
KERN BAKERSFIELD
KBIG CHICO
KSDO EL CENTRO
KIEM EUREKA
KFRG FRESNO
KMPC LOS ANGELES
KGFJ LOS ANGELES
KHSL MARYSVILLE
KPMC MERCED
KPMC MERCED
KVCV REDDING
KFBK SACRAMENTO
KSBW SALINAS-MONTEREY
KFXM SAN BERNARDINO
KGB SAN DIEGO
KFRC SAN FRANCISCO
KVEC SAN LUIS OBISPO
KVOE SANTA ANA
KDB SANTA BARBARA
KVOS STOCKTON
KSON VISALIA

COLORADO
KFEL DENVER
KIUP DURANGO
KVOR COLORADO SPRINGS
KREX GRAND JUNCTION
KGHF LA JUNTA
KCSJ PUEBLO
KFKA SALIDA

CONNECTICUT
WICC BRIDGEPORT
WDRC HARTFORD
WNLC NEW LONDON
WTIC WATERBURY

DELAWARE
WDEL WILMINGTON

DISTRICT OF COLUMBIA
WMAL WASHINGTON

FLORIDA
WIOD FORT PIERCE
WFTL FORT LAUDERDALE
WJAX JACKSONVILLE
WJAX JACKSONVILLE
WKWF KEY WEST
WFLA LAKELAND
WFLA LAKELAND
WQAM MIAMI
WQAM MIAMI
WFTV ORLANDO
WFTV ORLANDO
WDAK PANAMA CITY
WDAK PANAMA CITY
WFLA TAMPA
WFLA TAMPA
WTOC SAVANNAH
WTOC SAVANNAH
WJNO WEST PALM BEACH
WJNO WEST PALM BEACH

GEORGIA
WGPC ALBANY
WRDW AUGUSTA
WRDW AUGUSTA
WGAU ATHENS
WGAU ATHENS
WMAC MACON
WMAC MACON
WGST ATLANTA
WGST ATLANTA
WGAC SAVANNAH
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WDAR SAVANNAH
WDAR SAVANNAH

IDAHO
KVNI COEUR D'ALENE
KIDI IDAHO FALLS
KRLC LEWISTON
KIDO BOISE
KSEI POCATELLO
KLIX TWIN FALLS
KWRL WALLACE

ILLINOIS
WSIL CARBONDALE
WBBM CHICAGO
WJPD MERRIN
WMBD PEORIA
WCVS SPRINGFIELD

INDIANA
WBTM DANVILLE
WOWO FORT WAYNE
WIBC INDIANAPOLIS
WASK LAFAYETTE
WSAL LOGANSPORT
WAOV VINCENNES

IOWA
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KROS CLINTON
KSTT DAVENPORT
KDEC DECORAH
KRNA DES MOINES
KDTH DUBUQUE
KVFD FORT DODGE
KFJB MARSHALLTOWN
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KICD SPENCER
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KANSAS
KTSW EMPORIA
KIUL GARDEN CITY
KSAL SALINA
KTOP TOPEKA
KAKE WICHITA

KENTUCKY
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WCTT CORBIN
WCPW CUMBERLAND
WFKY FRANKFORT
WMLW HARLAN
WTIC HAZARD
WSON HENDERSON
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WSFC SOMERSET

LOUISIANA
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KLIK MONROE
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KTBS SHREVEPORT

MAINE
WFAU AUGUSTA
WCME BIDDEFORD
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WPOR PORTLAND

MARYLAND
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WBOC SALISBURY

MASSACHUSETTS
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MICHIGAN
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CKLW DETROIT
WDGR ESCANABA
WBBC FLINT
WHDF HOUGHTON
WKBZ KALAMAZOO
WKMF KALAMAZOO
WJIM LANSING
WJIM LANSING
WKNX MARQUETTE
WTCM MUSKEGON
WKBZ KALAMAZOO
WKBZ KALAMAZOO
WJIM LANSING
WJIM LANSING
WTCM MUSKEGON
WTCM MUSKEGON
WSAM SAGINAW-BAY CITY
WTCM TRAVERSE CITY

MINNESOTA
KAUS AUSTIN
KBMW BEMIDJI
KFAM FARIBAULT
WDGS DULUTH
WTCN MINNEAPOLIS-ST. PAUL
KVOX MOORHEAD
KWAT WATERTOWN

MISSISSIPPI
WJDX BILOXI-GULFPORT
WJDX BILOXI-GULFPORT
WCBI COLUMBUS
WCBI COLUMBUS
WCMA CORINTH
WJPR GREENVILLE
WHAG GRENADA
WJDX JACKSON
WELO LAUREL
WMOX MERIDIAN
WELO TUPELO
WGBC VICKSBURG
WCBI WEST POINT
WALT YAZOO CITY

MISSOURI
KFVS CAPE GIRARDEAU
KFMC FLAT RIVER
KWMT HANNIBAL-QUINCY
KWOS JEFFERSON CITY
KWTO SPRINGFIELD
KMBC KANSAS CITY
KLWT LEBANON
KSEK MEXICO
KFEQ ST. JOSEPH
KMOX ST. LOUIS
KDRO SEDALIA
KICK SPRINGFIELD

MONTANA
KBMY BILLINGS
KOPR BUTTE
KMON GREAT FALLS
KGIM HAVRE
KCAP HELENA
KFLG LEWISTOWN
KPRK LIVINGSTON
KBLL MILES CITY
KTFI SHELBY
KGCX SIDNEY

NEBRASKA
KVSF BEATRICE
KFOR FREMONT
KHAS HASTINGS
KGFW KEARNEY
KOLN LINCOLN
KBPL McCOOK
KBON OMAHA
KNEB SCOTTSBLUFF

NEVADA
KELK ELKO
KRAM LAS VEGAS
KATO RENO

NEW HAMPSHIRE
WLNH LACONIA
WHEB PORTSMOUTH

NEW JERSEY
WMID ATLANTIC CITY

NEW MEXICO
KALG ALAMAGORDO
KVER ALBUQUERQUE
KSVP ARTESIA
KICA CLOVIS
KWEW HOBBS
KOBE LAS CRUCES
KFUN LAS VEGAS
KRTN RATON
KGFL ROSWELL
KTNM TUCUMCARI

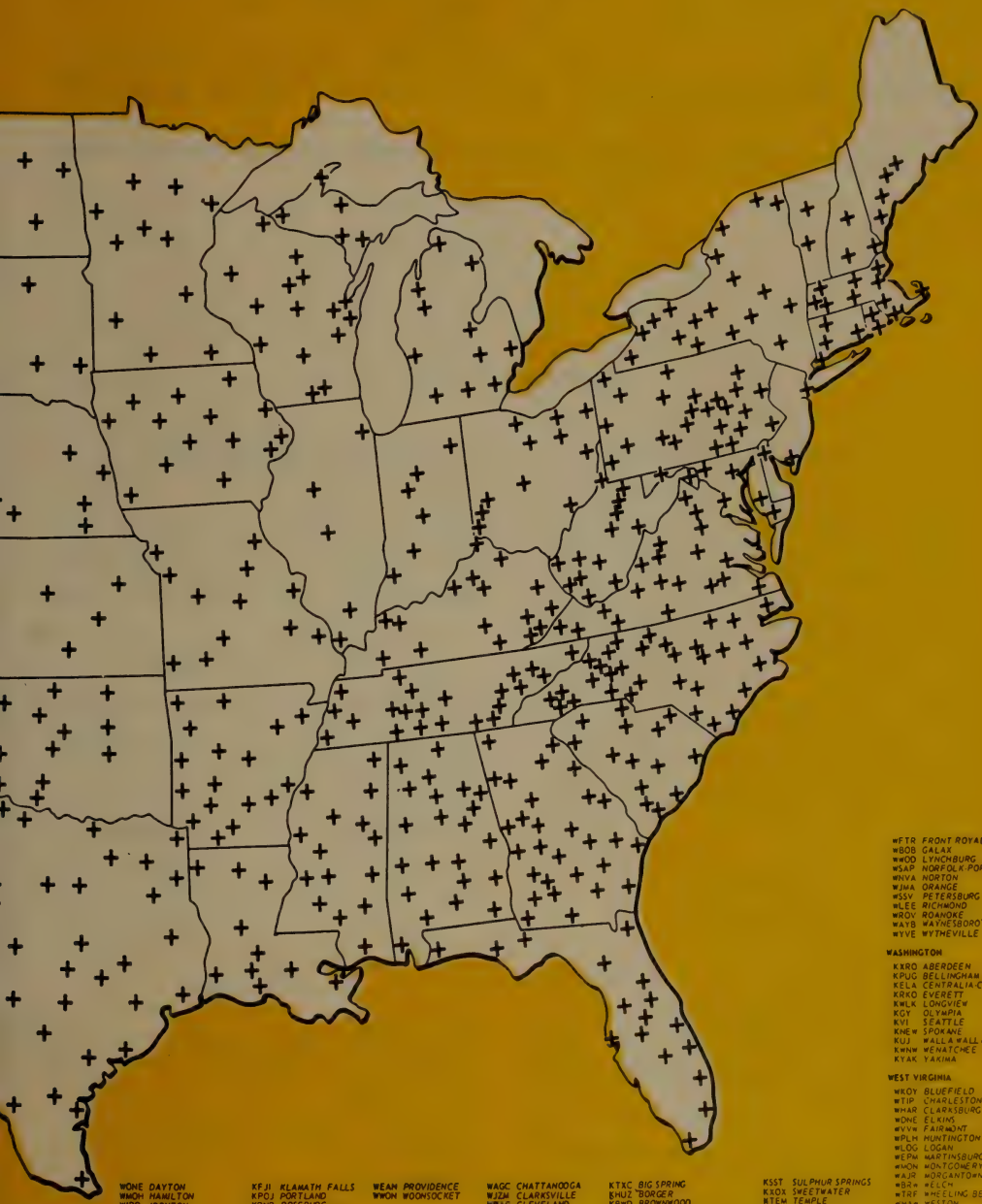
NEW YORK
WROW ALBANY
WHBC AUBURN
WBTA BATAVIA
WNBF BINGHAMTON
WEBR BUFFALO
WENY ELMIRA
WLEA HORNELL
WJOC JAMESTOWN
WKNY KINGSTON
WLFH LITTLE FALLS
WGY MALONE
WOR NEW YORK
WSLB OGDENSBURG
WOGS ONEONTA
WIRY PLATTSBURG
WVET ROCHESTER
WKAL ROME-UTICA
WHDR SYRACUSE
WATN WATERTOWN

NORTH CAROLINA
WWNC ASHEVILLE
WATA BOONE
WPNF BREVARD
WBBB BURLINGTON
WBT CHARLOTTE
WSSB DURHAM
WCNC ELIZABETH CITY
WIFM ELKIN
WFML FAYETTEVILLE
WGBG GREENSBORO
WGTC GREENVILLE
WHKC HENDERSON
WHKP HENDERSONVILLE
WJHC JACKSONVILLE
WLOE LEAKSVILLE
WJRI LENOIR
WTSB LUMBERTON
WMNC MORGANTON
WSYD MT. AIRY
WHIT NEW BERN
WNNC NEWTON
WRAL RALEIGH
WCBT ROANOKE RAPIDS
WSTP SALISBURY
WOHS SHELBY
WEEB SOUTHERN PINES
WSIC STATESVILLE
WHCC WAYNESVILLE
WENC WHITESVILLE
WGNI WILMINGTON
WVOT WILSON
WTOB WINSTON-SALEM

NORTH DAKOTA
KGCU BISMARCK-MANDAN
KDLR DEVILS LAKE
KNOX GRAND FORKS
KLPM MINOT
KOVC VALLEY CITY

OHIO
WHKK AKRON
WATG ASHLAND
WCPO CINCINNATI
WLW CINCINNATI
WHK CLEVELAND
WHKC COLUMBUS

CASTING SYSTEM



WONE DAYTON
WMOH HAMILTON
WIRO IRONTON
WMOA MARIETTA
WLEC SANDUSKY
WSTV STEUBENVILLE
WHMH WARREN-YOUNGSTOWN

OKLAHOMA

KWHW ALTUS
KWON BARTLESVILLE
KWCO CHICKASHA
KRHO DUNCAN
KASA ELK CITY
KGWA ENID
KOCY OKLAHOMA CITY
KHBG OKMULGEE
KBBZ PONCA CITY
KGFF SHAWNEE
KSPI STILLWATER
KAKC TULSA
KSIW WOODWARD

OREGON

KWIL ALBANY
KAST ASTORIA
KBND BEND
KOOS COOS BAY
KORE EUGENE

KFJI KLAMATH FALLS
KPOJ PORTLAND
KRNR ROSEBURG
KSIM SALEM

PENNSYLVANIA

WRTA ALTOONA
WESB BRADFORD
WEST EASTON
WLEU ERIE
WHVR HANOVER
WCMB HARRISBURG
WAZL HAZELTON
WHUN HUNTINGDON
WCRO JOHNSTOWN
WGAL LANCASTER
WBPZ LOCK HAVEN
WKST NEW CASTLE
WKRZ OIL CITY
WIP PHILADELPHIA
KQV PITTSBURGH
WPAM POTTSVILLE
WRAW READING
WKBI ST. MARYS
WISL SHAMOKIN
WMAJ STATE COLLEGE
WJPA WASHINGTON
WBAX WILKES BARRE
WORK YORK

WEAN PROVIDENCE
WWON WOONSOCKET

SOUTH CAROLINA

WANS ANDERSON
WBSC BENNETTSVILLE
WUSN CHARLESTON
WGCD CHESTER
WNOK COLUMBIA
WLAT CONWAY
WGTN GEORGETOWN
WAKE GREENVILLE
WHSC HARTSVILLE
WEDK NEWBERRY
WRHO ORANGEBURG
WRHI ROCK HILL
WFIG SUMTER
WALD WALTERBORO

SOUTH DAKOTA

KOSJ DEADWOOD
KORN MITCHELL
KIHO SIOUX FALLS
KWAT WATERTOWN

TENNESSEE

WAGC CHATTANOOGA
WJZM CLARKSVILLE
WBAC CLEVELAND
WKRM COLUMBIA
WDSG DYERSBURG
WBEJ ELIZ.-JOHNSON CITY
WEKR FAYETTEVILLE
WGRV GREENVILLE
WHBT HARRIMAN
WDXI JACKSON
WKGN KNOXVILLE
WDXE LAWRENCEBURG
WJIM LEWISBURG
WMMT McMINNVILLE
WHBQ MEMPHIS
WCRK MORRISTOWN
WMAK NASHVILLE
WATO OAK RIDGE
WHAL SHELBYVILLE
WENK UNION CITY
WCDT WINCHESTER

TEXAS

KWKC ABILENE
KBKI ALICE
KVLF ALPINE
KAMQ AMARILLO
KVET AUSTIN
KPIX BAY CITY

KTXC BIG SPRING
KHUZ BORGER
KBWD BROWNWOOD
KORA BRYAN
KCTX CHILDRESS
KUNO CORPUS CHRISTI
KWTN CRYSTAL CITY
KRR DALLAS
KSET EL PASO
KFJZ FORT WORTH
KNAF FREDERICKSBURG
KGVL GREENVILLE
KSOX HARLINGEN
KTHT HOUSTON
KSAM HUNTSVILLE
KVOZ LAREDO
KCBD LUBBOCK
KTRE LUFKIN
KWHT MARSHALL
KVKM MONAHANS
KRIG ODESSA
KPDN PAMPA
KIUN PECOS
KEYE PERRYTON
KVOP PLAINVIEW
KPAC PORT ARTHUR-BEAUMONT
KTXL SAN ANGELO
KMAC SAN ANTONIO
KRRV SHERMAN-DENISON
KDWT STAMFORD

KSST SULPHUR SPRINGS
KXOX SWEETWATER
KTEM TEMPLE
KOSY TEXARKANA
KGKB TYLER
KVOU UVALDE
KVWC VERNON
KVIC VICTORIA
KWTX WACO
KTRN WICHITA FALLS

UTAH

KVNU LOGAN
KLO OGDEN
KOAL PRICE
KOVO PROVO
KALL SALT LAKE CITY

VERMONT

WSYB RUTLAND
WDEV WATERBURY

VIRGINIA

WBLT BEDFORD
WKLV BLACKSTONE
WFHG BRISTOL
WINA CHARLOTTESVILLE
WCFV CLIFTON FORGE
WCVA CULPEPPER
WQVA DANVILLE

WFTR FRONT ROYAL
WBOB GALAX
WVOD LYNCHBURG
WSAP NORFOLK-PORTSMOUTH
WNVA NORTON
WJMA ORANGE
WSSV PETERSBURG
WLEE RICHMOND
WROV ROANOKE
WAYB WAYNESBORO
WYVE WYTHEVILLE

WASHINGTON

KXRO ABERDEEN
KPUG BELLINGHAM
KELA CENTRALIA-CHEHALIS
KRKO EVERETT
KWLK LONGVIEW
KGY OLYMPIA
KVI SEATTLE
KNEW SPOKANE
KUJ WALLA WALLA
KWNW WENATCHEE
KYAK YAKIMA

WEST VIRGINIA

WKOY BLUEFIELD
WTIP CHARLESTON
WHAR CLARKSBURG
WDNE ELKINS
WVVW FAIRMONT
WPLH HUNTINGTON
WLOG LOGAN
WEPM MARTINSBURG
WKCW MONTGOMERY
WAJR MORGANTOWN
WBRW PELCH
WTRF WHEELING-BELLAIRE
WHAW WESTON
WBTH WILLIAMSON

WISCONSIN

WHBY APPLETON
WATW ASHLAND
WGEZ BELOIT
WBIZ EAU CLAIRE
KFIZ FOND DU LAC
WJPG GREEN BAY
WCLO JANESVILLE
WLCX LA CROSSE
WOKY MANITOWOC
WISC MADISON
WIOM MEDFORD
WLIN MERRILL
WOBT RHINELANDER
WJMC RICE LAKE
WFHR WISCONSIN RAPIDS

WYOMING

KSPR CASPER
KVHO CHEYENNE
KOVE LANDER
KPOW POWELL
KVRS ROCK SPRINGS
KWYO SHERIDAN

MUTUAL BROAD CASTING SYSTEM

ALABAMA
WCTA ANDALUSIA
WSPC ANNISTON
WILD BIRMINGHAM
WEBJ BREWTON
WFUL CULLMAN
WMSL DECATUR
WRAL DEMOPOLIS
WAGF DOTHAN
WGLA EUFALA
WJBY GADSDEN
WBBB HALEYVILLE
WHHP HUNTSVILLE
WFBB JACKSON
WABB MOBILE
WJJJ MONTGOMERY
WLAY MUSCLE SHOALS
WHHO OPELIKA
WHBB SELMA
WEEB SYLACAUGA
WTBB TALLADEGA
WTBF TROY
WTBC TUSCALOOSA

ARIZONA
KSUN BISBEE
KOY PHOENIX
KTUC TUCSON
KYMA YUMA

ARKANSAS
KVRC ARKADELPHIA
KBTA BATESVILLE
KAMD CAMDEN
KGAH FAYETTEVILLE
KWHN FORT SMITH
KHCI HARRISON
KFFA HELENA
KBAR HOPE
KBHC HOT SPRINGS
KBTM JONESBORO
KALR LITTLE ROCK
KVMA MAGNOLIA
KENA NENA
KOTN PINE BLUFF
KRRJ RUSSELLVILLE
KUOA SILOAM SPRINGS
KWAK STUTTGART

CALIFORNIA
KAFY BAKERSFIELD
KHSL CHICO
KXO EL CENTRO
KIEM EUREKA
KFWO FRESNO
KHJ LOS ANGELES
KMYC MARYSVILLE
KYOS MERCED
KPRL PASO ROBLES
KVCV REDDING
KXOA SACRAMENTO
KSBW SALINAS MONTEREY
KFXM SAN BERNADINO
KOB SAN DIEGO
KFRC SAN FRANCISCO
KVEC SAN LUIS OBISPO
KVOE SANTA ANA
KOB SANTA BARBARA
KXOB STOCKTON
KCOK TULARE VISALIA

COLORADO
KPEL DENVER
KIUP DURANGO
KGLN GLENWOOD SPRINGS
KFRJ GRAND JUNCTION
KBNZ LA JUNTA
KCSJ PUEBLO
KCRT TRINIDAD

CONNECTICUT
WICC BRIDGEPORT
WDRC HARTFORD
WNLC NEW LONDON
WTIC WATERBURY

DELAWARE
WDSL WILMINGTON

DISTRICT OF COLUMBIA
WWDC WASHINGTON

FLORIDA
WIRA FORT PIERCE
WRUF GAINESVILLE
WJHP JACKSONVILLE
WKWF KEY WEST
WONN LAKELAND
WLBZ LEESBURG
WMRP MELBOURNE
WFAT MIAMI
WLOF ORLANDO
WDLP PANAMA CITY
WEAR PENSACOLA
WMOP QUINCY
WTSP ST PETERSBURG TAMPA
WJOY SEBRING
WIRV WEST PALM BEACH
WSIR WINTER HAVEN

GEORGIA
WALB ALBANY
WDEC AMERICUS
WGST ATLANTA
WBBO AUGUSTA
WMGR BAINBRIDGE
WMOG BRUNSWICK
WBHF CARTERSVILLE
WCBA COLUMBUS
WMLM CORDELE
WBLJ DALTON
WMLT DUBLIN
WSGC ELBERTON
WBHF FITZGERALD
WGGA GAINSVILLE
WRES GRIFFIN
WGAU LAGRANGE
WMLX MACON
WMVG MILLEDGEVILLE
WCON NEWNAN
WRGA ROME
WCEP SAVANNAH
WMOS STATESBORO
WSFJ THOMASTON
WTWA THOMSON
WVOS TIFTON
WLET TOCCOA
WGOV VALDOSTA
WAYS WAYCROSS

IDAHO
KVNI COEUR D'ALENE
KIFI IDAHO FALLS
KRLC LEWISTON
KFXD NAMPA BOISE
KWIK POCATELLO
KLIX TWIN FALLS
KWAL WALLACE

ILLINOIS
KXRO CAIRO
WGN CHICAGO
WJPF HERRIN
WIBL PEORIA
WCVS SPRINGFIELD

INDIANA
WBIW BEDFORD
WKJG FORT WAYNE
WIBC INDIANAPOLIS
WASK LAFAYETTE
WSAL LOGANSPORT
WAOV VINCENNES

IOWA
KCRG CEDAR RAPIDS
KROS CLINTON
KSTT DAVENPORT
KDEC DECORAH
KIOA DES MOINES
KDTQ DUBUQUE
KVFD FORT DODGE
KFJB MARSHALLTOWN
KRIB MASON CITY
KBIZ OTTUMWA
KFNB SHENANDOAH
KTRI SIOUX CITY
KICD SPENCER
KWWL WATERLOO

KANSAS
KTSW EMPORIA
KIUL GARDEN CITY
KSAL SALINA
KTOP TOPEKA
KAKE WICHITA

KENTUCKY
WLBJ BOWLING GREEN
WCTT CORBIN
WCPM CUMBERLAND
WFKY FRANKFORT
WHLN HARLAN
WKIC HAZARD
WSON HENDERSON
WVLK LEXINGTON
WGRC LOUISVILLE
WFTM MAYSVILLE
WOMI OWENSBORO
WSIP PAINTSVILLE
WPKE PIKEVILLE
WPKY PRINCETON
WSFC SOMERSET

LOUISIANA
WAFB BATON ROUGE
KLFY LAFAYETTE
KAOK LAKE CHARLES
KLIC MONROE
KANE NEW IBERIA
WNOE NEW ORLEANS
KSLO OPELOUSAS
KRUS RUSTON
KENT SHREVEPORT

MAINE
WFAU AUGUSTA
WOZ BIDDEFORD
WCOU LEWISTON AUBURN
WPOR PORTLAND

MARYLAND
WCBM BALTIMORE
WCEM CAMBRIDGE
WDYK CUMBERLAND
WJEJ HAGERSTOWN
WBOC SALISBURY

MASSACHUSETTS
WNAC BOSTON
WALE FALL RIVER
WEIM FITCHBURG
WHAI GREENFIELD
WHYN HOLYOKE
WLLH LOWELL LAWRENCE
WNBH NEW BEDFORD
WBRK PITTSFIELD
WOCB WEST YARMOUTH
WORC WORCESTER

MICHIGAN
WATZ ALPENA
WBCK BATTLE CREEK
WATT CADILLAC
CKLW DETROIT
WDBC ESCANABA
WBBC FLINT
WHOT HOUGHTON
WIRB IRON RIVER
WJMS IRONWOOD
WPAW JACKSON
WDMJ MARQUETTE
WKBZ MUSKEGON
WHBY NEW PHILADELPHIA
WSAM SAGINAW BAY CITY
WCCW TRAVERSE CITY

MINNESOTA
KAUS AUSTIN
KBMI BEMIDJI
KLTI BRAINERD
KREM [illegible]
KSTP [illegible]
KSAL [illegible]
KVOX MOORHEAD
KRBC MORRIS
KNOW MINNEAPOLIS-ST PAUL
KVOX MOORHEAD
KRBC WADENA

MISSISSIPPI
WLOX BILOXI-GULFPORT
WHSY HATTIESBURG
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WSTV STEUBENVILLE
WFMJ WARREN-YOUNGSTOWN
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WESB BRADFORD
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WLEU ERIE
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WIP PHILADELPHIA
KQV PITTSBURGH
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WISL SHAMOKIN
WMAJ STATE COLLEGE
WJPA WASHINGTON
WBAX WILKES BARRE
WORK YORK

RHODE ISLAND
WEAN PROVIDENCE
WPON WOONSOCKET

SOUTH CAROLINA
WAIS ANDERSON
WBSC BENNETTSVILLE
WUSN CHARLESTON
WGCO CHESTER
WNOK COLUMBIA
WLAT CONWAY
WGTH GEORGETOWN
WAKE GREENVILLE
WHSC HARTSVILLE
WKDK NEWBERRY
WRNO ORANGEBURG
WRMI ROCK HILL
WFIG SUMTER
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KORA BRYAN
KCTS CHILDRESS
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KWTN CRYSTAL CITY
WRR DALLAS
KSET EL PASO
KFJZ FORT WORTH
KNAF FREDERICKSBURG
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KVOZ LAREDO
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KGKB TYLER
KVOU UVALDE
KVNC VERNON
KVIC VICTORIA
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WCHV CLIFTON FORGE
WCVA CULPEPPER
WDVA DANVILLE
WFTR FRONT ROYAL
WBOB GALAX
WODI LYNCHBURG
WSLP NORFOLK PORTSMOUTH
WNVA NORTON
WNIA ORANGE
WSSV PETERSBURG
WLEE RICHMOND
WDBJ ROANOKE
WAYB WAYNESBORO
WYVE WYTHEVILLE

WASHINGTON
KXRO ABERDEEN
KPUG BELLINGHAM
KELA CENTRALIA-CHEHALIS
KRKO EVERETT
KELX LONGVIEW
KGY OLYMPIA
KVI SEATTLE
KNEW SPOKANE
KUJ WALLA WALLA
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WOAY OKLEY
WTAP PARKERSBURG
WHLS PRESTON
WBTH WILLIAMSON

WISCONSIN
WHBY APPLETON
WATW ASHLAND
WIBU BELOIT
WBIZ EAU CLAIRE
WFIZ FOND DU LAC
WFDL GREEN BAY
WCLO JANESVILLE
WLCS LA CROSSE
WOKY MANITOWOC
WSJL MADISON
WSAU MEDFORD
WLIN MERRILL
WORT RHINELANDER
WSAC RIPLE LAKE
WFHR WISCONSIN RAPIDS

WYOMING
KVOR CASPER
KGWO CHEYENNE
KOVE LANDER
KPOW POWELL
KVRS ROCK SPRINGS
KWYO SHERIDAN

MUTUAL
BROADCASTING SYSTEM

Executives and Staff

1440 Broadway, New York 18, N. Y.
Phone, LOngacre 4-8000

Executive Personnel

Board of Directors

Thomas F. O'Neil.....Chairman
Elbert M. Antrim...WGN, Chicago, Vice-Chmn.
James E. Wallen...MBS, New York, Sec'y-Treas.
Willet H. Brown..Don Lee Network, Hollywood
H. K. Carpenter.....WHK, Cleveland
Benedict Gimbel, Jr.....WIP, Philadelphia
Ward D. Ingrim, Don Lee,.....Hollywood
Frank Schreiber.....WGN, Chicago
J. Glen Taylor.....General Teleradio, Inc.
Linus Travers.....Yankee Network, Boston

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J. Glen Taylor.....Vice President
James M. Gaines....V.P. of General Teleradio in Charge of the WOR and WOR-TV Division
Adolf N. Hult.....V.P. in charge of Sales
Robert A. Schmid...V.P. in Chg. of Advertising, Public Relations and Research
Julius F. Seebach.....Vice President in Charge of Programs
E. M. Johnson....V.P. in Chg. of Sta. Rel. & Eng.
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George Ruppel .....Controller
Elisha Goldfarb.....Assistant Secretary
Emmanuel Dennett.....Assistant Secretary

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William H. Fineshriber, Jr.....Exec. Vice-Pres.
James E. Wallen.....Vice President
Elisha Goldfarb...Legal Counsel & Asst. Secty.

Office Management

James E. Wallen.....Secretary & Treasurer
Adolph Opfinger.....Labor Relations
Beatrice M. Marschner.....Personnel Director
Lewis Tower.....Manager of Building Service
Ruth Hendler.....Purchasing Agent
Gaile Dody.....Supr., Central Steno
Augusta Hall.....Telephone Supervisor
Sigrid Ramberg.....Supr., File & Reception

Legal Counsel

Keith Masters, Andrew C. Hamilton, Percy H. Russell, Jr.....of Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C. & Chicago
Emmanuel Dannett.....of McGoldrick, Winn, Dannett & Horowitz, New York
Elisha Goldfarb.....MBS, New York

Program

Julius F. Seebach, Jr.....Vice President
Donald C. Hamilton...Assistant to Vice President
Harold Wagner.....Mgr., Program Operations

Dorothy Kemble.....Director of Radio and TV Continuity Acceptance, Religious and Educational Programs

Marion Lennox.....Asst. Director of Radio and TV Continuity Acceptance

Herbert C. Rice.....Manager of Commercial Programs

Robert Simon.....Program Manager

B. J. Hauser.....Director of Co-op Programs

Nathan Abramson.....Manager of Entertainment Bureau

Milton Burgh.....Director of News

Arthur Feldman.....Director of Special Events

Paul Jonas.....Director of Sports

Edwin Otis.....Commercial Program Supervisor

Dolores Goudsward.....Supervisor of Program Traffic

Frank Miller.....Night Program Supervisor

Station Relations and Engineering

E. M. Johnson.....Vice-President

Charles Godwin.....Dir., Station Relations

Robert Carpenter.....Eastern Manager

Roy Danish.....Western Manager

Robert Kennett.....Southern Manager

Jean Engel.....Supr., Station Information

Robert O'Connor....Chief Plans and Allocations Engineer

Leslie Learned.....Chief, Engineering Traffic

James Chapman.....Supt., Engineering Traffic

Cyrus Samuelson.....Supervisor Engineering Operations

Charles Singer.....Chief Engineer

John Hayes.....Office Manager

Accounting

George Ruppel .....Controller

Richard Groome.....Asst. Controller

Jane Poser.....Supr., Affidavits

Advertising, Press Information, and Research

Robert A. Schmid.....Vice President

James S. Tyler.....Director of Advertising

Harold M. Coulter.....Director, Promotion

Richard J. Puff...Dir., Research & Presentations

Francis X. Zuzulo.....Director of Press Information

Henry Poster.....Manager, Research

F. Carleton McVarish..Mgr., Audience Promotion

Frederick Schneier.....Mgr., Presentations

Arnold Roston.....Art Director

John Stone.....Assistant Art Director

Jackson Foster.....Manager of Presentation Art and Graphics

Nathan Sakolsky.....Production Manager

Sales

Adolf N. Hult.....Vice-President

Sidney P. Allen.....Admin. Mgr., Network Sales

John R. Overall.....Eastern Sales Manager

Virgil Reiter.....Midwestern Sales Manager

Alma Graef.....Manager, Sales Service

T. E. Danley.....Manager, Sales Traffic

Sara Joseph.....Manager, Contracts

Washington

Hollis Seavey.....Dir., Washington Operations

Everett Holles.....White House Correspondent

Lee Higbie.....News Editor

Chicago

Carroll Marts.....General Manager, Midwestern Operations

Virgil Reiter.....Midwestern Sales Manager

Dorothy Reynolds...Midwest Sales Service Mgr.

Myrtle Goulet.....Office Mgr. & Pgm. Traffic

George Herro.....Dir., Promotion & Press Information Representative

Hollywood

Ned Tollinger.....Co-Ordinator of Programs

Capp Collins...Press Information Representative

Year after Year

. . . for three decades, the great audience and fine facilities of WLW, the nation's most merchandise-able station, have afforded advertisers sales depth unavailable anywhere else. Now, the WLW-Television stations in Cincinnati, Dayton and Columbus offer advertisers this same leadership. For the finest facilities, greatest circulation and market dominance, buy the WLW stations —best buy . . . year after year.

The Nation's Most Merchandise-able Stations — WLW • WLW-T • WLW-D • WLW-C
Exclusive Sales Offices: Cincinnati, Dayton, Columbus, New York, Chicago, Hollywood

PEOPLE MEET THE LEADERS

Radio And Television Bringing Greater Intimacy

By FRANK WHITE, President,
National Broadcasting Company

IN AN industry which always has its restless eye on tomorrow, the luxury of the long look back is a tradition to be cherished and encouraged. In the past, I have been privileged to use space in the Radio Annual—Television Yearbook for a summing up of the previous year's business accomplishments, and an estimate of the prospects they suggest for the period ahead. This year, such an expression of pride in the great forward strides made by NBC in 1952 would come with ill grace from one who has been president of the company for less than a month. Nor do I wish to resort to the relative impersonality of industry statistics measuring the massiveness of radio and recording the upsurge of television. They tell a story dramatic and worth the telling, but that story alone does not begin to indicate the essential values of the broadcasting media.

To me, 1952 stands out in broadcasting as the year which marked television's coming of age as an instrument of infinite capacity in service to the public, and a year which saw radio continue—despite economic crisis and adversity — as a medium for fundamental public needs.

The prime example of broadcasting's service during 1952 was, of course, its facility in bringing directly to the people in their homes the whole political panorama as it unfolded—from the first of the primaries through the Conventions and campaigns and election to the stirring ceremonials of the inauguration. By stimulating public participation in the issues and events on such a broad base, radio and television took a long step forward in bringing the Government back to its citizens, and its citizens back to the Government. In the face of growing complexities in our social and political organization, they provided the means whereby the people could become the masters—and not the servants—of those problems.

In its eyewitness coverage of news and events as they occurred, television demonstrated the greatness of which it is capable, and the role it can play in giving all the people equal opportunity to learn and understand what is happening in the world around them.

In order for television to provide these opportunities, it must itself have equality of opportunity to attend wherever something of importance to the public is happening, because it is the eyes and ears of the public. To deny it access to the things the people should know is to deny them such access. In 1952, we saw a growing realization of the importance of this principle and in 1953 we may hope for its full acceptance.

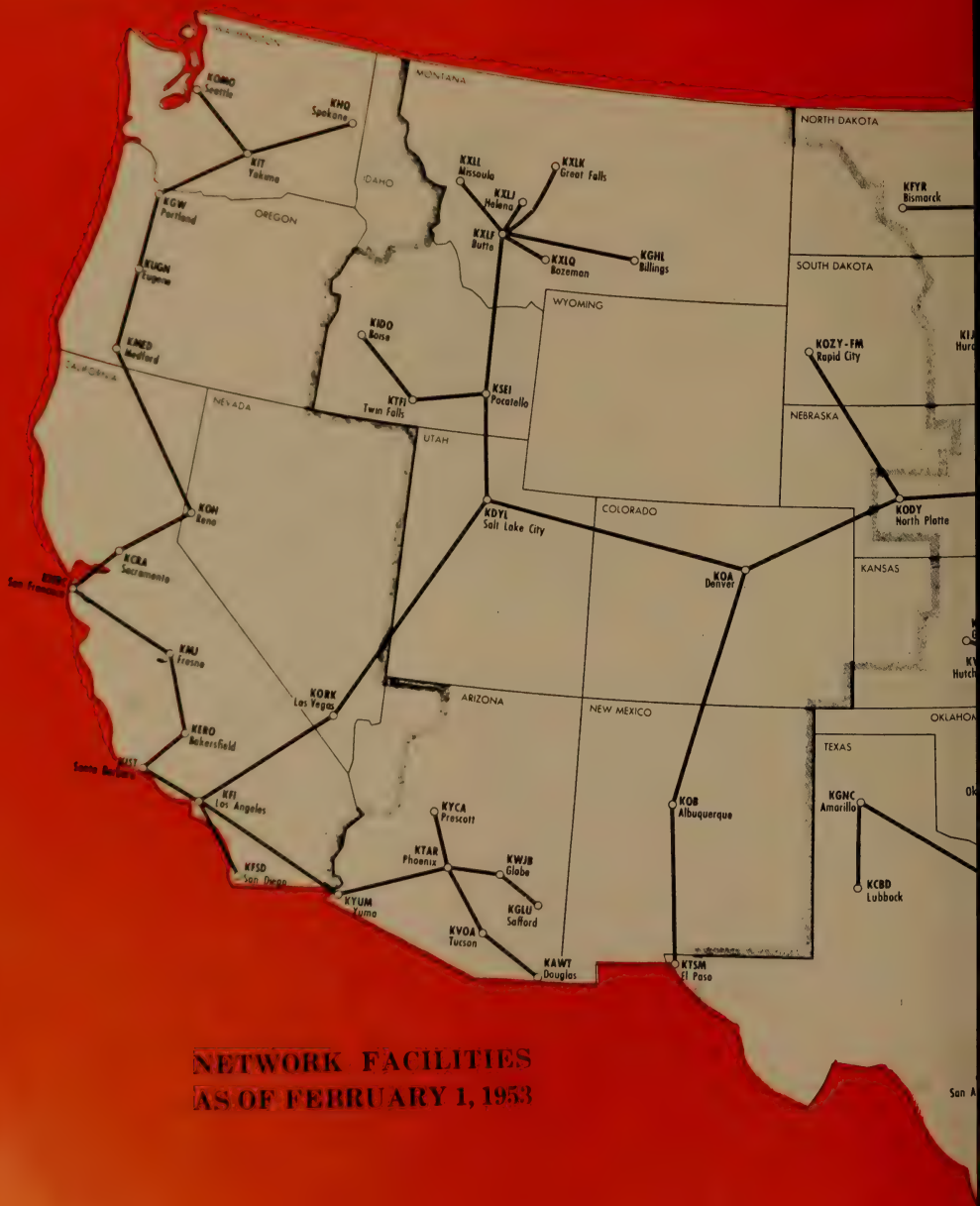
In 1952, too, we saw confirmation of the principle that broadcasters are equipped and able to keep their own house in order and should be left free to apply the procedures they have developed for self-regulation—which is the only really effective kind of regulation. In carrying through on this responsibility in the past year, the new television medium again demonstrated its coming of age.

But this coming of age is only a threshold and a beginning. All the things television has done in the past year and all the public contributions it has made are only a token of what it can do as it moves ahead into maturity. Through this complete communications medium of sight and sound and movement — and eventually of color — Americans throughout the country, rich and poor, young and old, can become more truly and more wholly citizens of their times and world.

To develop this potential, to bring broadcasting to the point of maximum service, a healthy economic foundation for the industry must be assured. This means proper economic support, not only for radio and television stations, but also for the networks which provide the basic national service and are the source of the nationwide news and special events coverage and the great cultural and entertainment presentations.

Today, those of us who are concerned with network operations are still wrestling our way through the economic problems, and there are no easy solutions. But the accomplishments of 1952 in moving toward a level of stability in network radio and developing the patterns for television's strength are certainly favorable signs that we can progress toward the goal in the turbulent year ahead. And the goal is so great that it is worth every effort we can put to the task.

NATIONAL BROAD



NETWORK FACILITIES
AS OF FEBRUARY 1, 1953

CASTING COMPANY

NATIONAL BROAD CASTING COMPANY

NETWORK FACILITIES
AS OF FEBRUARY 1, 1953

NATIONAL
BROADCASTING COMPANY INC.

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: CIrcle 7-8300

Registered Telegraphic Address:
NATBROCAST NEW YORK

BOARD OF DIRECTORS

David Sarnoff, Chairman
Sylvester L. Weaver, Jr., Vice Chairman
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Gano Dunn — Charles B. Jolliffe
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George L. Harrison — Lewis L. Strauss
Frank White

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John K. Herbert ..... Vice President
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Charles C. Barry ..... Vice President
Ted Cott ..... Vice President
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George H. Frey ..... Vice President
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Edward D. Madden ..... Vice President
Gustav B. Margraf ..... Vice President
Frank M. Russell ..... Vice President
Robert W. Sarnoff ..... Vice President
Carleton D. Smith ..... Vice President
John K. West ..... Vice President
Frederic W. Wile ..... Vice President
Joseph A. McDonald ..... Treasurer
Harry F. McKeon ..... Controller
John Q. Cannon ..... Secretary
William A. Williams ..... Assistant Treasurer

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David C. Adams .... Vice Pres. for Administration

Sales Department

George H. Frey ..... Vice President and Sales Director
Walter D. Scott ... Administrative Sales Manager
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Edward R. Hitz ..... Manager of Central Sales Division
Frederick W. Dodge ... Director of Merchandising

Program Department

Charles C. Barry .... Vice President in Charge of Network Programs
Gustav B. Margraf ... Vice President in Charge of Program and Talent Administration
Thomas A. McAvity ... National Program Director
Carl M. Stanton ..... Television Network Program Manager
Thomas McCray ..... Director Networks Programs — Hollywood
Harold Kemp ..... Manager of the Talent Office
Merritt W. Barnum, Jr. ..... Manager of New Program Development

Public Affairs Department

Davidson Taylor ..... Director of Public Affairs
William R. McAndrew ..... Manager of News and Special Events
Thomas S. Gallery ..... Manager of Sports
Edward Stanley ..... Manager of Public Service Programs

Production Department

Frederick W. Wile, Jr. .. Vice President in Charge of Networks Production
Leonard H. Hole ..... Director of Production

Technical Operations Department

George McElrath ..... Director of Technical Operations
Frederick G. Knopfke .. Manager of Sound Effects
Thomas H. Phelan ..... Manager of TV Technical Operations
Charles L. Townsend . Technical Film Coordinator

Production Services Department

Fred Shawn.....Director of Production Services
James A. Glenn.....Manager of Staging Services and Special Effects
Hugh T. Graham.....Chief of Production Coordinators
Ernest V. Theiss.....Manager of Production Operations

Plant Operations Department

Anthony M. Hennig.Director of Plant Operations
Sol Cornberg.....Supervisor of Plant Facilities Development
William Ervin.....Supervisor of Studio and Theater Operations
Thomas Tart.....Supervisor of Plant Procedures

Production Controls

J. Robert Myers..Director of Production Controls
Isabel Finnie.....Supervisor of Business Office

Promotion, Planning and Development Department

Ruddick C. Lawrence.....Director of Promotion, Planning and Development

Advertising and Promotion Department

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James H. Nelson.....Advertising Manager
John G. Fuller.....Sales Promotion Manager
Fred C. Veit.....Manager of Art, Production and Graphics
Frank W. McMahon.....Advertising and Copy Coordinator
Gerald Pat Steel.....Advertising and Copy Coordinator

Research and Planning Department

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Dr. Thomas E. Coffin.....Manager of Research
James H. Cornell.....Manager of Audience Measurement
Barry T. Rumple.....Manager of Plans
Allen R. Cooper.....Manager of Markets and Media

Development Department

Robert W. McFayden...Director of Development
Lewis M. Marcy.....Project Manager

Station Relations Department

Harry Bannister.....Vice Pres. in Charge of Station Relations
Sheldon B. Hickox, Jr.....Director of Station Relations
Thomas E. Knode...Manager of Station Relations
Harry A. Woodman.....Manager of Traffic Department

Press Department

Sydney H. Eiges....Vice Pres. in Charge of Press
Frank Young.....Director of Press
Don Bishop.....Manager of Program Publicity
William Lauten...Manager of Business Publicity
Norman H. Pader.....Manager of Exploitation

Controller's Department

Charles J. Cresswell.Controller for the Network.
William V. Sargent.....Assistant Controller, Networks
John J. Heywood.....Financial Planning Manager
Francis X. O'Shea.....Chief Accountant
Edward J. Stegeman.....Programming Business Manager

ORGANIZATION UNDER FINANCIAL V.-P.

Joseph V. Heffernan.....Financial Vice Pres.
Samuel Chotzinoff.....General Music Director
George D. Matson.....Operation Analyst

Budget Department

Hamilton Young.....Budget Director
Joseph J. Alkulonis.....Assistant Budget Director
Frederick E. Acker.....Director of Capital Appropriations

Controllers Department

Harry F. McKeon.....Controller
Harold M. Kelly.....Assistant Controller
Hugh R. McGeachie.....Assistant Controller

Integrated Services Department

William S. Hedges.....Vice Pres. in Charge of Integrated Services
Edward M. Lowell.....Manager of Building and General Service Dept.
William B. Miller.....Night Executive Officer
Frances Sprague.....Chief Librarian
Peter M. Tintle.....Manager of Guest Relations Department

Legal Department

Thomas E. Ervin.....Vice President and General Attorney
Thomas E. Ervin.....Assistant General Attorney
John V. Shute.....Senior Attorney
Cahill, Gordon, Zachary and Reindel.....Counsel

Personnel Department

Ernest de la Ossa.....Director of Personnel
Robert R. Tufts.....Manager of Organization Planning
Donald A. Rutledge.Employee Relations Manager
Donald H. Mackenzie.....New York Personnel Manager

Treasurer's Department

Joseph A. McDonald.....Treasurer
Edmund Souhami....Union Relations Coordinator

Ferdinand A. Wankel.....Union Relations Coordinator
William D. Bloxham.....Manager of Purchasing

ORGANIZATION UNDER VICE-PRESIDENT OWNED & OPERATED STATIONS

Charles R. Denny....Vice President for Owned & Operated Stations, Public Relations and Staff Engineering

Henry T. Sjogren.....Controller for Owned & Operated Stations

NATIONAL SPOT SALES

Thomas B. McFadden.....Director of National Spot Sales
Richard H. Close.....Manager for Represented Stations
John H. Reber.....National Manager for Television Spot Sales
Caroline Herbert.....Sales Service Manager
Harold Shepard....Sales Development Advertising & Promotion Manager

WNBC, WNBC-FM—New York

Ted Cott.....Vice Pres. & General Manager
Max E. Buck.....Director of Advertising, Sales Promotion & Merchandising
Robert J. Leder.....Radio Sales Manager
Richard M. Pack.....Director of Programs & Operations
Jack R. Robinson..Community Relations Manager
Steven H. White.....Radio Program Manager
Theodore Zaer .....Controller

WRC—Washington

Carleton D. Smith.....Vice President and General Manager
Robert Adams.....Supervisor Advertising and Promotion
Kenneth French.....Manager Radio Programs
Arthur D. Hamilton.....Controller
James C. Hirsch.....Manager Radio Sales
Cassius M. Keller.....Director of News & Special Events
John G. Rogers.....Chief Engineer

WMAQ, WMAQ—Chicago

Harry C. Kopf....Vice Pres. & General Manager
Leonard Anderson.....Manager of Integrated Services Department
Homer R. Heck.....Radio Program Manager
Howard C. Luttgens.....Engineer in Charge
Rudi N. Neubauer..Manager of Radio Losal Sales
William B. Ray.....Manager of News & Special Events
John F. Whalley.....Controller

WTAM—Cleveland

Hamilton Shea.....General Manager
Norman Cloutier.....Program Director
William P. Dix.....Radio Sales Manager
Charles F. Hutaff.....Director of Advertising Promotion & Merchandising
Samuel E. Leonard.....Engineer in Charge
John L. McHale.....Controller
Frank D. Smith.....Program Manager

KNBC—San Francisco

Lloyd E. Yoder.....General Manager
Alfred W. Crapsey.....Sales Manager
Alphons G. Diederichs.....Controller
Curtis D. Peck.....Manager of Radio Technical Operations & Integrated Services
John H. Thompson.....Manager News, Special Events, Press, Public Affairs, Education & Agriculture

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William A. Clarke.....Administrative Assistant
Edward R. Cullen.....Liaison Engineer
Joseph D'Agostino.....Liaison Engineer
George M. Nixon.....Manager of Engineering Development
Chester A. Rackey.....Manager of Audio-Video Engineering
Robert E. Shelby.....Director of Color Television Systems Development
James Wood, Jr....Manager of Technical Services

Public Relations Department

Edward D. Madden...Vice President & Assistant to the President
Cornelius K. Sullivan.....Public Relations Representative
Robert Aaron....Public Relations Representative

Continuity Acceptance Department

Stockton Helffrich.....Manager of Continuity Acceptance

Information Department

Anita Barnard.....Manager of Information

ORGANIZATION OF WASHINGTON AND HOLLYWOOD OFFICES

Washington Office

Frank M. Russell.....Vice President

Hollywood Office

John K. West.....Vice President
Thomas McCray.....Director of Network Program Operations
Earl H. Rettig.....Director of Finance and Operations
Lewis S. Frost.....Director of Public Relations

From AMPEX
the best answers to broadcast recording

YESTERDAY

Transcriptions so "live" they defied detection — this ideal became a reality when Ampex introduced the Model 200. Within months of their introduction, AMPEX Tape Recorders had been installed by a major network throughout its facilities from coast to coast and others were following fast.

TODAY

Ampex has brought the cost of ultra high fidelity tape recorders down to a quarter of the cost of the original Model 200. The low maintenance cost, durability and fidelity of the AMPEX has made it the established standard of the broadcast industry — yet its superlative performance is within reach of every station from 50,000 watts to 250 watts.

TOMORROW

The AMPEX you buy today will still be giving unsurpassed fidelity and performance, and Ampex will still be setting the pace for the recording industry.

AMPEX

ELECTRIC CORPORATION

934 CHARTER STREET
REDWOOD CITY • CALIF.

For your recording requirements, your best answers today or tomorrow will come from the leader in the tape recording field. If you plan for tomorrow, buy AMPEX today.

BIG AREAS STILL LACK TV

Over 400 Stations In Localities Without Video

By SIDNEY J. WOLF, President,
Keystone Broadcasting System, Inc.

THIS year, the radio industry faces another period of adjustment. With the lifting of the TV freeze, there is little doubt but what Keystone will thrive, due to the fact that at the present time Keystone has over 400 stations beyond the effective TV coverage area; and as new stations are built, there will be a tendency on the part of national advertisers to buy in all TV markets and supplement with Keystone. Within the past year, there was every indication that some advertisers would cover some markets with TV and supplement their activity with the smaller stations.

It is extremely gratifying to us at Keystone to know that BMB has reported that these same prosperous people who live in this market, listen longer and more often by far to their hometown radio station.

Their home town station is a vital part of their community. The average Keystone station owner is the manager and he's usually known around the town square by his first name. He's a common sight at local functions whether it's the county fair or a high school football game, and his mobile unit is just as common a sight as any other vehicle.

This same man is just as concerned about the disappearance of Mrs. Jones' cat as the next door neighbors are . . . and he makes a sincere effort to enlist the aid of his listeners in finding the cat so that the community may return to normal. His services usually reach far beyond what metropolitan stations consider as the usual.

The founders of the Keystone Network knew that these simple facts accounted for much of the high listener loyalty of the Home Town stations. This is why the Keystone Network has paid off for so many advertisers in its thirteen-year history.

At first, when Keystone was established, it was to enable the advertising agencies to buy a package of small stations with a single order . . . to help their clients reach this plus audience in the rich small city and rural market.

However, since the advent of television, there has developed a second reason for using Keystone . . . to give advertisers a rich market that is beyond effective television. Advertisers discovered that the use of metropolitan television is limited — television at the present doesn't have the coverage to do a selling job in the Home Town and Rural market. Keystone has proved to be the logical answer for supplementary coverage to metropolitan television.

Proof of this performance is indicated by the fact that Keystone, entering its 14th year of operation, has shown a consistent healthy increase in each succeeding year . . . and the number of affiliates are in excess of 625.

During 1952, 12 new major advertisers were added . . . and 134 new affiliates. These figures are evidence of performance and the faith of the advertisers in Keystone to do a good job. This will be the best year in Keystone's history.

Even as this is being written it has become necessary to dispatch to this publication another seven new affiliates extending from West Virginia to California, from Ohio to Texas. The usual Keystone map, a regular feature of Radio Annual for many years has been replaced by a double-page listing of all KBS stations, a move made necessary by the fact that the tremendous number of affiliates could not be included within the limits of the map and still remain legible.

The use of the Keystone Network by national advertisers has been an interesting and profitable experience for them. They discovered Home Town America—a market that Keystone has known for a long time since its inception . . . and that the prosperous farm segment of this market alone represents an income of $50,000,000 yearly.

KBS is looking forward to another year of progress . . . helping advertisers discover the Home Town stations whose sales producing ability is the sole factor in the success of the Keystone Network.

In 1953, the Keystone Broadcasting System, the only established and growing transcription network, will become a medium of even greater importance to the nation's advertisers who want to reach the world's richest market. And, there is little doubt but what we will have more thas 700 affiliates by the end of 1953.

KEYSTONE
BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago, Ill.

Officers and Directors

Sidney J. Wolf (Director) ..... President
Joseph Bayer (Director) ..... Vice-President
Noel A. Rhys ..... Vice-President
Edwin R. Peterson ..... Vice-President
William Bayer ..... Vice-President
Arthur Wolf (Director) ..... Secretary-Treasurer

New York

580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-1460

Noel A. Rhys ..... Vice-President and Eastern Sales Manager
Charles A. Hammarstrom ..... Account Executive
Eve Bannier ..... Office Manager
Nicholas Gordon ..... Research Director

Chicago

111 W. Washington St., Chicago 2, Ill.
Phone: STate 2-6303

Sidney J. Wolf ..... President
Edwin R. Peterson ..... Vice-President
Arthur Wolf ..... Secretary-Treasurer
Blanche Stein ..... Director of Station Relations
Wyn Spangenberg ..... Traffic Manager
Bertha Vincent ..... Office Manager

Los Angeles

1330 Wilshire Blvd., Los Angeles 17, Calif.
Phone: DUnkirk 3-2910

William Bayer ..... Vice-President
Henry G. Eschen ..... Account Executive
Harry Roe ..... Account Executive

SERVICES OFFERED: The Keystone Broadcasting System is a network which assists local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 625 Keystone affiliates, located in towns of 10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in these Keystone markets run into the millions, all within the prime area of Keystone affiliates. And, most of these homes are beyond effective television influence of the larger metropolitan areas.

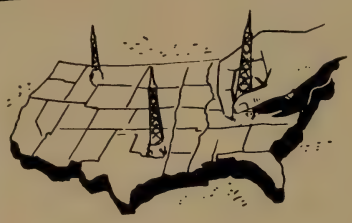
Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

During 1952, as in 1951, many of the nation's largest advertisers were using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

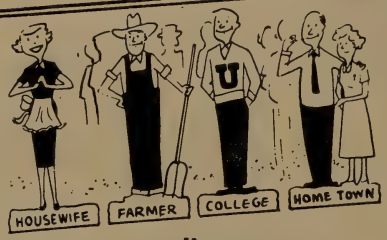
SELECTION AND

IS THE KEYSTONE



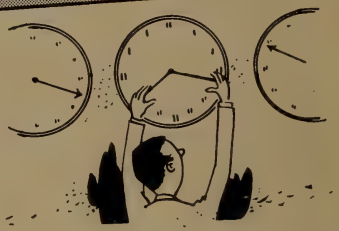
Markets

Buy any part of the U.S.A.—by STATES, TRADE TERRITORIES, GEOGRAPHICAL REGIONS—whatever covers your distribution!



Audience

Farmer, Hometown People, College Students, Housewives—you may select any of the receptive audiences!



Time

From sign-on to sign-off, 631 KBS stations may be purchased any time of day!

Merchandising

Keystone cooperates with any advertiser in a merchandising program that gets results!

Announcements or Programs

Station Breaks, Minutes, 15-Minute or Half Hour Shows, etc.—all are available on any of the 631 KBS Stations.

FLEXIBILITY

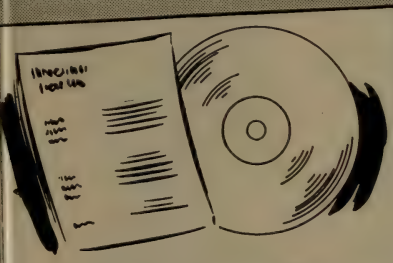
KEYNOTE OF THE BROADCASTING SYSTEM.

Build your own network by selecting the stations you need. The Keystone Network is flexible—you may buy the time periods with adjacencies you need to reach a selected audience. You may use live copy or transcriptions. The number of announcements or length of campaigns is up to you. You may do all this with *one order, one rate,* and *one invoice.*

KEYSTONE BROADCASTING SYSTEM, INC.

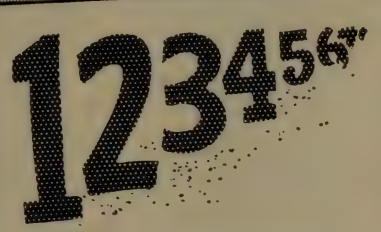
• New York: 500 Fifth Ave. • Chicago: 111 W. Washington

• Los Angeles: 1330 Wilshire Blvd.



Live or Transcribed

Many advertisers use live announcements; others use transcriptions.



Number of Broadcasts

Any number of Broadcasts per station you need to do the job!

KEYSTONE BROAD

ALABAMA
WMOZ* Mobile
WRFS* Alexander City
WCTA* Andalusia
WJLD Bessemer
WEBJ* Brewton
WRAG* Carrollton
WKLF Clanton
WKUL Cullman
WMSL* Decatur
WXAL* Demopolis
WOOF* Dothan
WULA* Eufaula
WWWF* Fayette
WOWL* Florence
WGWD* Gadsden
WGYV* Greenville
WGSV* Guntersville
WBHP* Huntsville
WPBB* Jackson
WWWB Jasper
WJHO Opelika
WWWR* Russellville
WHBB* Selma
WFEB* Sylacauga
WHTB Talladega
WTBF* Troy
WTBC Tuscaloosa
WTUS* Tuskegee

ARIZONA
KCLS* Flagstaff

ARKANSAS
KVRC* Arkadelphia
KBTA* Batesville
KAMD* Camden
KCON* Conway
KAGH* Crossett
KOMS* El Dorado
KGRH* Fayetteville
KXJK Forrest City
KHOZ* Harrison
KFFA* Helena
KXAR* Hope
KRCH* Hot Springs
KBTM* Jonesboro
KVLC* Little Rock
KVMA* Magnolia
KENA* Mena
KOSE Osceola
KDRS* Paragould
KOTN* Pine Bluff
KPOC* Pocahontas
KXRJ* Russellville
KWBC* Searcey
KBRS* Springdale
KWAK* Stuttgart

CALIFORNIA
KIBS* Bishop
KPAS Banning
KDIA Auburn
KBMX* Coalinga
KCVR Lodi
KMBY* Monterey
KSFE Needles
KPRL* Paso Robles
KVEC* San Luis Obispo
KSJV Sanger
KSMA* Santa Maria
KSPA Santa Paula
KROG* Sonora
KTKR* Taft
KTUR* Turlock
KVVC Ventura

COLORADO
KGIW* Alamosa
KRLM* Canon City
KRAI* Craig
KIUP* Durango
KFTM Fort Morgan
KFKU Greeley
KBNZ* La Junta
KLVD* Leadville
KLMO Longmont
KUBC* Montrose
KDZA* Pueblo
KVRH* Salida
KCRT* Trinidad

DELAWARE
WJWL* Georgetown

FLORIDA
WCCO* Cocoa
WTRL* Bradenton
WTAN* Clearwater
WCNU* Crestview
WBRD* Ft. Lauderdale
WINK* Ft. Myers
WGGG* Gainesville
WJVB Jacksonville Beach
WKWF* Key West
WIPC* Lake Wales
WLBE* Leesburg
WNER* Live Oak
WTYS* Marianna
WWPB Miami
WTMC* Ocala
WWPF Palatka
WDLP* Panama City
WPLA* Plant City
WTRR* Sanford
WKXY* Sarasota
WJCM* Sebring
WTNT* Tallahassee
WEBK* Tampa

GEORGIA
WAUG* Augusta
WJAZ* Albany
WDEC* Americus
WGAU Athens
WMGR* Bainbridge
WMOG* Brunswick
WGRA* Cairo
WLBB Carrollton
WBHF Cartersville
WGAA* Cedartown
WMJM* Cordele
WMOC Covington
WBLJ Dalton
WDWD* Dawson
WDMG* Douglas
WMLT* Dublin
WTJH East Point
WSGC* Elberton
WBHB* Fitzgerald
WFPM* Fort Valley
WGGA Gainesville
WKEU Griffin
WBGR* Jesup
WLAG* La Grange
WMVG* Milledgeville
WMGA* Moultrie
WRGA* Rome
WWNS* Statesboro
WSFT Thomaston
WTWA* Thomson
WLET* Toccoa
WVOP* Vidalia
WAYX* Waycross
WRLD West Point
WIMO Winder

IDAHO
KGEM* Boise
KBIO* Burley
KIFI* Idaho Falls
KRPL* Moscow
KWIK* Pocatello
KPST* Preston
KSPT* Sandpoint
KLIX* Twin Falls
KWEI* Weiser

ILLINOIS
WOKZ Alton
WBYS* Canton
WROY* Carmi
WCRA* Effingham
WEBQ* Harrisburg
WJPF Herrin
WPRC Lincoln
WSMI* Litchfield
WKAI* Macomb
WMOK* Metropolis
WVMC* Mt. Carmel
WVLN* Olney
WPRS* Paris

INDIANA
WCBC Anderson
WBNL* Boonville
WSAL* Logansport
WRAY* Princeton
WSLM Salem
WJCD Seymour
WJVA* South Bend
WTCJ* Tell City
WKAM* Warsaw

IOWA
KASI Ames
KJAN Atlantic
KCIM Carroll
KCOG* Centerville
KCHA* Charles City
KSIB* Creston
KXIC* Iowa City
KWPC Muscatine
KJFJ Webster City

KANSAS
KARE Atchison
KCRB* Chanute
KGNO* Dodge City
KTSW* Emporia
KIUL* Garden City
KAYS* Hays
KWBW* Hutchinson
KIND* Independence
KCLO Leavenworth
KNEX* McPherson
KSEK* Pittsburg

KENTUCKY
WLBJ Bowling Green
WTCO* Campbellsville
WAIN* Columbia
WCTT* Corbin
WZIP Covington
WCPM* Cumberland
WHIR* Danville
WIEL Elizabethtown
WFKY Frankfort
WKAY* Glasgow
WHLN* Harlan
WKIC* Hazard
WSON* Henderson
WLEX* Lexington
WINN Louisville
WFMW* Madisonville
WKTM* Mayfield
WFTM Maysville
WMIK* Middlesboro
WOMI* Owensboro
WPKE* Pikeville
WPRT Prestonsburg
WPKY* Princeton

LOUISIANA
KTRY* Bastrop
WIKC* Bogalusa
KDLA* De Ridder
WIHL Hammond
KWCJ* Natchitoches
KSLO* Opelousas
KRUS* Ruston

MAINE
WABM* Houlton
WAGM* Presque Isle

MARYLAND
WNAV Annapolis
WASA Havre de Grace

MASSACHUSETTS
WREB Holyoke

MICHIGAN
WATZ* Alpena
WGRO* Bay City
WATT* Cadillac
WTVB Coldwater
WMRP Flint
WHDF Houghton
WIKB* Iron River
WJMS* Ironwood
WJPD* Ishpeming
WKLA* Ludington
WCEN* Mt. Pleasant
WMBN Petoskey
WHLS Port Huron
WSTR Sturgis
WTCM* Traverse City

MINNESOTA
KBMW* Breckenridge
KASM Albany
KBUN* Bemidji
WKLK* Cloquet
KROX* Crookston
WEVE Eveleth
WBZY* Grand Rapids
CKFI* International Falls
KLTF* Little Falls
KOBK Owatonna
WSHB Stillwater

MISSISSIPPI
WCLD* Cleveland
WGCM* Biloxi-Gulfport
WBIP* Booneville
WGLC* Centreville
WCJU Columbia
WCMA Corinth
WJPR* Greenville
WGRM* Greenwood
WFOR* Hattiesburg
WKOZ* Kosciusko
WAML* Laurel
WAPF* McComb
WMIS* Natchez
WPMP* Pascagoula
WHOC* Philadelphia
WRJW Picayune
WSSO* Starkville
WQBC* Vicksburg
WROB* West Point
WAZF* Yazoo City

MISSOURI
KGMO* Cape Girardeau
KDMO* Carthage
KCRV* Caruthersville
KCHI* Chillicothe
KDKD Clinton
KREI* Farmington
KJCF Festus
KWOS* Jefferson City
KIRX* Kirksville
KNCM* Moberly
KRMO* Monett
KNEM* Nevada
KWOC* Poplar Bluff
KTTR* Rolla
KSGM* Ste. Genevieve
KDRO* Sedalia
KICK* Springfield
KWRE Warrenton
KWPM* West Plains

MONTANA
KANA* Anaconda
KBMY* Billings
KOJM* Havre
KCAP* Helena
KXLO* Lewistown
KPRK* Livingston
KRJF* Miles City
KIYI* Shelby
KGCX* Sidney

NEBRASKA
KCOW* Alliance
KCNI* Broken Bow
KJSK* Columbus
KHAS* Hastings
KGFW* Kearney
KBRL* McCook
KODY* North Platte
KSID* Sidney

NETWORK FACILITIES AS OF FEBRUARY 1, 1953

* Asterisk following call letters indicates station is outside of current TV coverage.

CASTING SYSTEM

NEVADA
KRAM* Las Vegas
KATO* Reno

NEW HAMPSHIRE
WMOU* Berlin
WLNH* Laconia

NEW JERSEY
WSNJ Bridgeton

NEW MEXICO
KSVP* Artesia
KVBC* Farmington
KGAK* Gallup
KWEW* Hobbs
KENM* Portales
KSIL* Silver City
KCHS* Truth or Consequences
KTNM* Tucumcari

NEW YORK
WMBO Auburn
WOSC Fulton
WLEA* Hornell
WHUC Hudson
WJOC Jamestown
WVOS* Liberty
WLFH Little Falls
WICY* Malone
WALL Middletown
WSLB* Ogdensburg
WIRY* Plattsburg
WNBZ* Saranac Lake
WDLA* Walton

NORTH CAROLINA
WHCC* Waynesville
WRCS Ahoskie
WABZ Albemarle
WBBB Burlington
WEGO Concord
WCKB* Dunn
WCNC Elizabeth City
WFAI* Fayetteville
WBBO Forest City
WFVG* Fuquay Springs
WGNC Gastonia
WFMC* Goldsboro
WHNC* Henderson
WHKP* Hendersonville
WHPE High Point
WELS* Kinston
WEWO* Laurinburg
WLOE Leaksville
WJRI Lenoir
WBUY Lexington
WTSB* Lumberton
WMAP Monroe
WHIP Mooresville
WPAQ Mount Airy
WKBC No. Wilkesboro
WFRC Reidsville
WCBT* Roanoke Rapids
WCEC* Rocky Mount
WWGP Sanford
WOHS Shelby
WADE Wadesboro
WHED* Washington

NORTH DAKOTA
KDLR* Devils Lake
KDIX Dickinson
KNOX Grand Forks
KGCU* Mandan
KOVC* Valley City
KWBM Williston

OHIO
WOHP Belle Fontaine
WJER Dover
WLIO East Liverpool
WILE* Cambridge
WAND Canton
WBEX Chillicothe
WJEH Gallipolis
WMOH Hamilton
WIRO Ironton
WWSO Springfield-Urbana
WCHO Washington Court House

OKLAHOMA
KADA* Ada
KWHW* Altus
KVSO* Ardmore
KWCO Chickasha
KSEO Durant
KASA* Elk City
KTAT* Frederick
KTJS* Hobart
KIHN Hugo
KTMC* McAlester
KGLC* Miami
KBIX Muskogee
KNOR Norman
KHBG Okmulgee
KVLH Pauls Valley
KOLS Pryor
KWSH Tri City (Wewoka-Seminole-Holdenville)
KSIW* Woodward

OREGON
KAST* Astoria
KBKR* Baker
KBND Bend
KWRO* Coquille
KRUL* Corvallis
KASH* Eugene
KLBM La Grande
KGAL* Lebanon
KMCM McMinnville
KSRV* Ontario
KOCO* Salem
KODL* The Dalles
KTIL Tillamook

PENNSYLVANIA
WNCC Barnesboro
WCDL Carbondale
WHYL* Carlisle
WESA Charleroi
WBUX Doylestown
WGET Gettysburg
WHUN* Huntingdon
WDAD Indiana
WAKU Latrobe
WKRZ* Oil City
WPAZ Pottstown
WKBI* St. Marys
WATS Sayre
WVSC Somerset
WMAJ* State College
WNOW York

RHODE ISLAND
WRJM Newport
WPAW Pawtucket
WERI Westerly

SOUTH CAROLINA
WANS* Anderson
WACA* Camden
WHAN* Charleston
WGCD Chester
WELP* Easley
WOLS* Florence
WFGN Gaffney
WEAB Greer
WHSC* Hartsville
WLBG* Laurens
WJAY* Mullins
WMRA Myrtle Beach
WKDK* Newberry
WRNO* Orangeburg
WRHI Rock Hill
WSNW* Seneca
WFIG* Sumter

SOUTH DAKOTA
KDSJ* Deadwood
KIJV* Huron
KGFX* Pierre
KISD* Sioux Falls
KWAT* Watertown

TENNESSEE
WLAR* Athens
WJZM Clarksville
WKRM Columbia
WHUB* Cookeville
WDSG* Dyersburg
WEKR Fayetteville
WHIN Gallatin
WHBT* Harriman
WIRJ* Humboldt
WDXI* Jackson
WKIN* Kingsport
WDXE* Lawrenceburg
WCOR Lebanon
WJJM Lewisburg
WGAP* Maryville
WMMT* McMinnville
WGNS Murfreesboro
WNAH Nashville
WOKE* Oak Ridge
WTPR* Paris
WDBL Springfield
WJIG Tullahoma
WENK Union City

TEXAS
KVLF* Alpine
KBUD* Athens
KRUN* Ballinger
KIOX* Bay City
KRCT Baytown
KTXC* Big Spring
KNEL* Brady
KSTB* Breckenridge
KWHI* Brenham
KTFY* Brownfield
KBOR Brownsville
KBWD* Brownwood
KDET* Center
KSTA* Coleman
WTAW* College Station
KVMC* Colorado City
KAND* Corsicana
KIVY* Crockett
KXIT* Dalhart
KDLK* Del Rio
KDNT Denton
KURV Edinburg
KELP* El Paso
KFLD* Floydada
KNAF* Fredericksburg
KGAF* Gainesville
KLUF Galveston
KCTI* Gonzales
KGVL Greenville
KPAN* Hereford
KHBR Hillsboro
KATL Houston
KSAM* Huntsville
KEBE* Jacksonville
KTXJ* Jasper
KMBL* Junction
KOCA* Kilgore
KPET* Lamesa
KVOZ* Laredo
KVOW* Littlefield
KFRO* Longview
KVSP* Lubbock
KRBA* Lufkin
KMHT* Marshall
KJBC* Midland
KORC Mineral Wells
KVKM* Monahans
KIMP* Mt. Pleasant
KOSF* Nacogdoches
KRIG* Odessa
KOGT* Orange
KNET Palestine
KPAT* Pampa
KFTX* Paris
KIUN* Pecos
KVOP Plainview
KBOP Pleasanton
KOLJ Quanah
KCNY* San Marcos
KSEY* Seymour
KEVA* Shamrock
KTAN* Sherman
KDWT* Stamford
KSTV* Stephenville
KSST Sulphur Springs
KXOX* Sweetwater
KTEM* Temple
KTFS* Texarkana
KTLW Texas City
KTBB* Tyler
KVOU* Uvalde
KVWC* Vernon
KVIC* Victoria

UTAH
KBUH* Brigham City
KVNU* Logan
KOPP* Ogden
KOAL* Price
KJAM* Vernal
KEYY* Provo

VERMONT
WSYB Rutland
WTWN* St. Johnsbury

VIRGINIA
WRIS* Roanoke
WKLV Blackstone
WINA* Charlottesville
WKEY* Covington
WCVA* Culpeper
WEVA* Emporia
WFAX Falls Church
WFVA Fredericksburg
WFTR* Front Royal
WBOB* Galax
WVEC Hampton
WREL* Lexington
WMEV* Marion
WMVA Martinsville
WNVA* Norton
WSSV Petersburg
WPUV* Pulaski
WRAD* Radford
WRIC* Richlands
WHLF* South Boston
WLPM Suffolk
WNNT Warsaw
WAYB* Waynesboro
WINC* Winchester
WYVE* Wytheville

WASHINGTON
KXRO* Aberdeen
KPUG* Bellingham
KELA* Centralia
KCLX* Colfax
KFDR* Grand Coulee
KWLK* Longview
KSEM* Moses Lake
KGY Olympia
KONP Port Angeles

WEST VIRGINIA
WHAR* Clarksburg
WDNE* Elkins
WVOW* Logan
WEPM* Martinsburg
WHJC* Matewan
WMOD Moundsville
WLOH* Princeton
WBRW* Welch
WHAW* Weston

WISCONSIN
WATW* Ashland
WLDY* Ladysmith
WDLB* Marshfield
WIGM* Medford
WMNE* Menomonie
WLIN* Merrill
WNAM* Neenah
WIBU* Poynette
WRAC Racine
WOBT* Rhinelander
WRCO* Richland Center
WKLJ* Sparta
WSPT* Stevens Point
WOKW* Sturgeon Bay
WTRW* Two Rivers
WTTN Watertown
WAUX Waukesha

WYOMING
KVWO* Cheyenne
KOVE* Lander
KPOW* Powell
KRAL* Rawlins
KVRS* Rock Springs
KWYO* Sheridan

Two ways to more sales in New England

GO YANKEE

GO HOME-TOWN

YANKEE HOME TOWN FOOD SHOW

with

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Woman's Editor Boston Record-American and Sunday Advertiser

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DIVISION OF THOMAS S. LEE ENTERPRISES, INC.
21 BROOKLINE AVENUE, BOSTON 15, MASS.

REGIONAL NETWORKS

Airline Network

P. O. Box 2553, Birmingham, Ala.
Phone: 4-3434

PERSONNEL

Gen. Sales Manager.....B. W. Randa

STATIONS

WSGN, Birmingham; WHBS, Huntsville.

Alaska Broadcasting System

(Affiliated with CBS)
830 Securities Building, Seattle 1, Wash.
Phone: SEneca 6333

PERSONNEL

General Manager.....Wm. J. Wagner
Relations Mgr.....Ernest Spink
Commercial Manager .....Irving Lusk
Traffic Manager.....A. L. Christensen
Promotion Manager.....Tom Ewing
Program Manager.....Irene F. Wagner
Auditor.....F. Daniel McLean
Recording Engineer.....Harold H. Kaden

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska, Chas. Mohler, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska, W. R. Nichols, Station Mgr.; Station KINY, Box 1091, Juneau, Alaska, Dick Peter, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Alaska, Dorothy Bussanich, Station Mgr.; Station KIBH, Box 250, Seward, Alaska, Jim Lawson, Station Mgr.; Station KIFW, Box 699, Sitka, Ataska, Wm. Maynard, Station Mgr.; Alaska Radio Sales, 17 East 42nd St., New York 17, N. Y., MUrray Hill 2-1811; Duncan A. Scott & Co., Mills Bldg., San Francisco 4, Calif., Garfield 1-7950; Duncan A. Scott & Co., 2978 Wilshire Blvd., Los Angeles 5, Calif.; Willis Harpel, 3256 Barham Blvd., Hollywood 28, Calif.

STATIONS

KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

The Aloha Network

P. O. Box 1380, Honolulu, T. H.
Phone: 95295

PERSONNEL

General Manager.....R. M. Fitkin
Comm. Manager.....J. D. Allison
Chief Engineer.....Ira G. Mercer

STATIONS

KHON, Honolulu; KIPA, Hilo; KMVI, Wailuku; KTOH, Lihue.

Arizona Broadcasting System

(ABS Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

General Manager.....Richard O. Lewis
Commercial Manager.....Bill Harvey

STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

The Arizona Network

Radio Station KOY
840 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144

PERSONNEL

Manager.....Albert D. Johnson
Program Director .....John R. Williams
Commercial Manager.....John L. Hogg
KTUC Manager.....Lee Little
KSUN Mgr., owner .....Arlo W. Morris
KYMA Manager.....William L. Lindsey
KCLS Manager.....Charles J. Saunders

BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Bisbee, Ariz., Phone 9; Station KYMA, 8th St. and "B" Ave., Yuma; Station KCLS, 110 W. Birch St., Flagstaff.

STATIONS

KOY, Phoenix, KTUC, Tucson; KSUN, Lowell; KYMA, Yuma; KCLS, Flagstaff.

Arrowhead Network

WEBC Building, Duluth 2, Minn.
Phone: Melrose 2-2873

PERSONNEL

President .....Morgan Murphy
V.-P. & Gen. Mgr.....Walter C. Bridges
Director of Engineering....Charles P. Perrons

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WJMC, Rice Lake, Wis.; WEAU Eau Claire, Wis.; WISC, Madison, Wis.

Broadcasting Corp. of America Network

P. O. Box 987, Riverside, Calif.
Phone: Riverside 6290

PERSONNEL

President .....W. L. Gleeson

STATIONS

KPRO, Riverside; KPOR, San Bernardino; KREO, Indio; KROP, Brawley; KYOR, Blythe.

Paul Bunyon Network

Paul Bunyon Bldg., Traverse City, Mich.

PERSONNEL

Pres., Gen. Mgr. .....Les Biederman

STATIONS

WTCM, Traverse City; WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord.

California Northern Group

PERSONNEL

Manager .....Jack A. Mitchell (KSYC)

STATIONS

KBLF, Red Bluff; KSUE, Susanville; KSYC, Yreka.

Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28, California
Phone: Hollywood 9-1212

PERSONNEL

Manager .....William D. Shaw
Asst. Gen. Sales Mgr. &
Sales Mgr.....Edwin W. Buckalew
Asst. Sales Manager.....Alan Axtell
Sales Promotion Mgr.....Sherril W. Taylor
Program Director.....Robert P. Sutton
News Director .....Jack Beck
Public Affairs Director.....Bill Whitely
Chief Engineer .....Les Bowman

BRANCH OFFICES

Radio Spot Sales, 485 Madison Avenue, New York, N. Y., Phone: PL 5-2000, Wendell Campbell, Sales Mgr.; Radio Spot Sales, 903 Three Sisters Bldg., Memphis, Tenn., Phone: Tennessee 37-8612, H. H. Holtshouser, Sales Mgr.; Columbia Pacific Network Sales, Palace Hotel, San Francisco, Calif., YU 2-7000, Bok Reitzel, Sales Mgr.; Radio Spot Sales, 902 Fisher Bldg., Detroit, Mich., TR 2-5500, Ralph H. Patt, Jr., Sales Mgr.; Radio Spot Sales, 410 North Michigan Avenue, Chicago, Ill., WH 4-6000, Gordon F. Hayes, Sales Mgr.; Radio Spot Sales, 1313 N. Vine Street, Hollywood, Calif., HO 9-1212, Ed Larkin, Sales Mgr.

KNX, Los Angeles, Calif.; KCBS, Los Angeles, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KGDM, Stockton, Calif.; KERN, Bakersfield, Calif.; KXOC, Chico, Calif.; KHUM, Eureka, Calif.; KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KWIE, Kenniwick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KOOL, Phoenix, Ariz.; KCKY, Coolidge, Ariz.; KNOG, Nogales, Ariz.; KOPO, Tucson, Ariz.

Columbine Network

Security Life Bldg., Denver, Colo.

PERSONNEL

General Manager .....Albert G. Meyer
Sales Manager.....Edwin E. Koepke

STATIONS

KMYR, Denver; KCOL, Fort Collins; KBOL, Boulder; KYOU, Greeley.

The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.
Phone: 2-0237

PERSONNEL

President.....C. Glover DeLaney

Directors: Aldo DeDominicus (WHNC), Levon Thomas (WNAB), Julian Schwartz (WSTC), Sam Elman (WATR), Gerald Morey (WNLC), Edmund Waller (WTOR), Leo Borin (WHAY).

STATIONS

WNAB, Bridgeport; WNHC, New Haven; WNLC, New London; WSTC, Stamford; WTOR, Torrington; WATR, Waterbury; WTHT, Hartford; WHAY, New Britain.

Dairyland Network

Radio City, 50 S. 9th St., Minneapolis 2, Minn.
Phone: LIncoln 0552

STATIONS

WTCN, Minneapolis-St. Paul; KATE, Albert Lea; KWLM, Wilmar; KWNO, Winona.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif.
Phone: Hudson 2-2133

PERSONNEL

President .....Willet H. Brown
Exec. Vice-Pres. .....Ward D. Ingrim
Sec.-Treas.....A. M. Quinn
Vice-Pres. in Charge Sales.....Norman Boggs
Vice-Pres. Station Relations....Norman Ostby
Dir. of Operations.....A. J. LaFrano
Nat. Adv. Mgr.....Arthur M. Mortensen
KHJ Sales Manager.....Terry Mann
Dir. Public Relations.....Bud Coulson
Promotion Director.....H. H. Sonnenburg
News & Special Events.....Les Mawhinney
Chief Engineer .....Robert Arne

BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif., Wm. Pabst, Vice-Pres.; National Reps., John Blair & Co., New York, Chicago, Detroit, St. Louis, Dallas, San Francisco.

KAFY, Bakersfield, Calif.; KHSL, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, Calif.; KVCV, Redding, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFXM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KVOE, Santa Ana, Calif.; KDB, Santa Barbara, Calif.; KXOB, Stockton, Calif.;

KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Calif.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFJI, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRNR, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chehalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KVI, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.

ADDITIONAL GROUPS AVAILABLE: KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KCLS, Flagstaff, Arizona; CKWX, Vancouver, Canada; KFAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KJNO, Juneau, Alaska; KABI, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii.

Foreign Language Quality Network

730 Fifth Avenue, New York 19, N. Y.
Phone: CIrcle 5-7979

PERSONNEL

Chairman .....Pat Stanton
President.....Ralph N. Weil

STATIONS

WNHC, New Haven, Conn.; WTEL, Philadelphia, Pa.; WJMJ, Philadelphia, Pa.; WHOD, Homestead, Pa.; KSAN, San Francisco, Cal.; WSRS, Cleveland, O.; WACE, Springfield, Mass.; WOV, New York City.

The Garden State Network

c/o Sta. WFPG, Steel Pier, Atlantic City, N. J.
Phone: 5-2188

PERSONNEL

Chairman .....Fred Weber

STATIONS

WNJR, Newark; WCTC, New Brunswick; WTTM, Trenton; WKDN, Camden; WJLK, Asbury Park; WFPG, Atlantic City; WSNJ, Bridgeton.

Georgia Associations of Local Stations

87½ Fairlie Street, N. W., Atlanta, Ga.
Phone: Alpine 5132

PERSONNEL

Sales Director.....Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WATL, Atlanta; WBBQ, Augusta; WGIG, Brunswick; WLBB, Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WIBB, Macon; WFOM, Marietta; WMGV; Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WKTG, Thomasville; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRLD, West Point.

Granite State Network

155 Front St., Manchester, N. H.
Phone: 4-4075

PERSONNEL

President.....Al Malin (WWNH)
Treasurer.....William Rust, Jr. (WKBR)
Manager.....Ralph Gottlieb (WKBR)

STATIONS

WKBR, Manchester; WWNH, Rochester; WTSV, Claremont; WMOU, Berlin, and WTSL, Hanover, all in New Hampshire; WTSA, Brattleboro, Vt.; WHOB, Gardner, Mass.

Grass Roots Network

412½ Court St., Muskogee, Okla.
Phone: 656

PERSONNEL

President .....Jimmie Barry
Secy.-Treas.....James L. Neal

STATIONS

KOCY, Oklahoma City, Okla.; KAKC, Tulsa, Okla.; KMUS, Muskogee, Okla.; WBBZ, Ponca City, Okla.; KHBG, Okmulgee, Okla.; KFSA, Fort Smith, Ark.

Great Lakes Network

Radio Building, Saginaw, Mich.

PERSONNEL

Manager .....Jack D. Parker

STATIONS

WSAM-AM-FM, Saginaw; WLEW, Bad Axe; WFYC, Alma; WOAP-AM-FM, Owosso.

Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota
Phone: 561, 562

PERSONNEL

Secretary.....M. J. Reichert

STATIONS

KVOX, Moorehead, Minn.; KGDE, Fergus Falls, Minn.; KLPM, Minot, N. D.; KGCU, Mandan, N. D.; KOVC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGCX, Sidney, Mont.; KNOX, Grand Forks, N. D.

Guy Gannett B'cstng. System

390 Congress St., Portland 3, Maine
Phone: 2-7423

PERSONNEL

President.....Guy P. Gannett
Vice-President.....Laurence H. Stubbs
V.-P., Gen. Mgr.....Creighton E. Gatchell
Sales Manager.....Richard E. Bates

STATIONS

WGAN, Portland; WGUY, Bangor.

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah
Phone: 4-3561

PERSONNEL

President.....Lynn L. Meier
Exec. Vice-Pres.....Jack S. Paige
Eng. Director.....W. D'Orr Cozzens
Comptroller.....E. W. Campbell
Chairman of Board.....George C. Hatch

STATIONS

KGIW, Alamose, Colo.; KBOL, Boulder, Colo.; KRAI, Craig, Colo.; KRLN, Canon City, Colo.; KRDO, Colorado Springs, Colo.; KFEL, Denver, Colo.; KMYR, Denver, Colo.; KIUP, Durango, Colo.; KCOL, Ft. Collins, Colo.; KFTM, Ft. Morgan, Colo.; KFXJ, Grand Junction, Colo.; KGLN, Glenwood Springs, Colo.; KYOU, Greely, Colo.; KBNZ, La Junta, Colo.; KLMR, Lamar, Colo.; KLVC, Leadville, Colo.; KLMO, Longmont, Colo.; KUBC, Montrose, Colo.; KCSJ, Pueblo, Colo.; KVRH, Salida, Colo.; KGEK, Setrling, Colo.; KCRT, Trinidad, Colo.; KBMY, Billings, Mont.; KOPR, Butte, Mont.; KCAP, Helena, Mont.; KOJM, Havre, Mont.; KMON, Great Falls, Mont.; KXLO, Lewistown, Mont.; KPRK, Livingston, Mont.; KRFJ, Miles City, Mont.; KIYI, Shelby, Mont.; KNEB, Scottsbluff, Neb.; KRAM, Las Vegas, Nev.; KELK, Elko, Nev.; KVER, Albuquerque, N. M.; KSVP, Artesia, N. M.; KICA, Clovis, N. M.; KOBE, Las Cruces, N. M.; KFUN, Las Vegas, N. M.; KRTN, Raton, N. M.; KGFL, Roswell, N. M.; KTNM, Tucumcari, N. M.; KFXD, Idaho; KIFI, Idaho Falls, Idaho; KWIK, Pocatello, Idaho; KLIX, Twin Falls, Idaho; KDSJ, Deadwood, S. D.; KSET, El Paso, Texas; KVNU, Logan, Utah; KLO, Ogden, Utah; KOAL, Price, Utah; KOVO, Provo, Utah; KSVC, Richfield, Utah; KALL, Sal tLake City, Utah; KSPR, Casper, Wyo.; KVWO, Cheyenne, Wyo.; KOVE, Lander, Wyo.; KOWB, Laramie, Wyo.; KPOW, Powell, Wyo.; KVRS, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.

Lone Star Chain, Inc.

(The O. L. Taylor Co.)
1024 Life of America Bldg., Dallas 1, Tex.
Phone: LAkeside 1041

PERSONNEL

President.....Harold V. Hough
Vice-President.....Fred Nahas
Secretary-Treasurer.....O. L. Ted Taylor
General Manager.....Fred L. Vance

STATIONS

WBAP, Fort Worth; KTBC, Austin; KTSA, San Antonio; KXYZ, Houston; KROD, El Paso; KFDM, Beaumont; KRGV, Weslaco; KEYS, Corpus Christi; KTRE, Lufkin; KTBB, Tyler; KGNC, Amarillo; KFYO, Lubbock; KFDX, Wichita Falls.

Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Technical Director.....Daniel H. Smith
News Supervisor.....Philip N. Johnson

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 6023. Edward E. Guernsey; 175 Water St., Phone: 2285, Augusta, Me., Jack S. Atwood.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Bangor, Me.

McClatchy Beeline

911 Seventh St., Sacramento, Calif.

PERSONNEL

President.....Eleanor McClatchy
Sales Director.....Leo O. Ricketts

STATIONS

KFBK (AM, FM), Sacramento; KMJ (AM, FM), Fresno; KWG, Stockton; KERN (AM, FM), Bakersfield; KOH, Reno; KBEE, Modesto.

Metropolitan Network

Munsey Bldg., Washington 4, D. C.
Phone: STerling 3-1772

STATIONS

WPIK, Alexandria; WFAX, Falls Church, Virginia; WGAY, Silver Spring; WUST, Bethesda, Maryland.

Michigan Radio Network

1700 Mutual Bldg., Detroit 26, Mich.
Phone: Woodward 3-8321

PERSONNEL

President.....James G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom.....William Morgan

STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

The Mid-South Network

WCBI, Columbus, Mississippi

PERSONNEL

General Manager.....Bob McRaney

STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-AM-FM, Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WSSO, Starkville, Mississippi.

Mississippi Broadcasting Co.

(Withers Gavin Stations)

PERSONNEL

Pres. & Mgr.....Withers Gavin

STATIONS

WCOC, Meridian; WJQS, Jackson; WMBC, Macon; WACR, Columbus, Miss.

New England Regional Network

26 Grove St., Hartford 15, Conn.
Phone: Hartford 5-0801

DIRECTORS

Chairman.....Paul W. Morency
Joseph E. Baudino, John J. Boyle, William H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

North Eastern Broadcasting System

John Hancock Bldg., Boston 16, Mass.
Phone: LI 2-5799

PERSONNEL

Sales Director.....Elmer Kettell

STATIONS

WABI, Bangor; WLAM, Lewiston-Auburn; WTVL, Waterville, Maine; WFEA, Manchester; WKXL, Concord; WKNE, Keene; WLNH, Laconia; WHEB, Portsmouth; WMOU, Berlin, New Hampshire; WSKI, Montpelier-Barre, Vermont; WACE, Chicopee-Springfield; WALE, Fall River; WBEC, Pittsfield; WBSM, New Bedford; WEIM, Fitchburg; WHAV, Haverhill; WKOX, Framingham; WORC, Worcester, Mass.; WHIM, Providence, R. I.; WBRY, Waterbury, Conn.; WHBW, Rutland, Vt.; WIKE, Newport, Vt.; WTWN, St. Johnsburg, Vt.; WCAP, Lowell, Mass.; WCCC, Hartford, Conn.

Northwest Network

3415 University Ave., St. Paul W 14, Minn.
Phone: PRior 2717

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Nat. Sales Mgr.....Karl A. Plain

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc., WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

The Nutmeg Network

750 Main St., Hartford, Conn.
Phone: 7-1188

PERSONNEL

Secretary.....Walter Haase (WDRC)

STATIONS

WDRC, Hartford; WBRY, Waterbury; WELI, New Haven; WICC, Bridgeport; WICH, Norwich.

Oklahoma Network

Station KVSO, Ardmore, Okla.

PERSONNEL

Chariman.....Bill Hoover (KVSO)
Representative.....O. L. Taylor Co.

STATIONS

KTOK, Oklahoma City; KCRC, Enid; KBIX, Muskogee; KADA, Ada; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton.

The Oregon Trail Network

c/o Sta. KBKR, Baker, Oregon

STATIONS

KSRV, Ontario, Ore.; KBKR, Baker, Ore.; KLBM, LaGrande, Ore.

Palmetto Broadcasting System

#1 Martin St., Anderson, S. C.
Phone: 3802

PERSONNEL

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Production Manager.....Ray Barath
National Sales Mgr.....G. P. Browne
Promotion Director .....V. Barath
Regional Sales .....John F. McCallum

BRANCH OFFICES

405 Montague St., Atlanta, Ga., Exec., Clayton Cosse; 310 Central St., Wilmette, Ill., Exec., Charles L. Allen; R. R. No. 3, Holly Hill, Fla., Exec., Homer Hardesty.

STATIONS

WAIM, Anderson, S. C.; WACA, Camden, S. C.; Choice, Charleston, S. C.; WGCD, Chester, S. C.; WCOS, Columbia, S. C.; WDSC, Dillon, S. C.; WJMX, Florence, S. C.; Choice, Greenville, S. C.; WHSC, Hartsville, S. C.; WKDK, Newberry, S. C.; WTND, Orangeburg, S. C.; WTYC, Rock Hill, S. C.; WSNW, Seneca, S. C.; WBCU, Union, S. C.; WALD, Walterboro, S. C.; WRFC, Athens, Ga.; WBGE, Atlanta, Ga.; WGAC, Augusta, Ga.; WGGA, Gainesville, Ga.; WKLY, Hartwell, Ga.

Quaker Network

Headquarters: WFIL, Philadelphia, Pa.

PERSONNEL

Sales Manager.....George A. Koehler

STATIONS

WFIL, Philadelphia; WEEU, Reading; WAEB, Allentown; WEST, Easton; WSBA, York; WAZL, Hazleton; WLAN, Lancaster; WARM, Scranton; WILK, Wilkes-Barre; WGHB, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WARD, Johnstown; WERC, Erie; WCAE, Pittsburgh; WKST, New Castle; WKRZ, Oil City.

Razorback Network

217 E. 3rd St., Little Rock, Ark.
Phone: 4-8928

PERSONNEL

General Manager.....Emil J. Pouzar

STATIONS

KXLR, Little Rock and all stations in Ark.

Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah
Phone: 3-2737

PERSONNEL

President & Gen. Mgr.....Frank C. Carman
Vice-Pres. & Sales Mgr.....John Schile

STATIONS

KGEM, Boise; KIFI, Idaho Falls; KWIK, Pocatello; KLIX, Twin Falls, Idaho; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KLAS, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah.

Rural Radio Network

306 E. State St., Ithaca, N. Y.
Phone: 4-6357

PERSONNEL

General Manager.....D. K. deNeuf
Sales Manager.....H. S. Brown
Program Director.....M. N. Knapp
Farm Director.....R. B. Child
Farm Service Dir.....L. Hamrick
Chief Engineer.....T. R. Humphrey
Controller.....G. B. Holland, Jr.

STATIONS

WHCU-FM, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WFNF, Wethersfield; WHDL-FM, Olean; WVBT, Bristol Center; WVCN, DeRuyster, WRUN-FM, Utica-Rome, WWNY-FM, Watertown; WMSA-FM, Massena; WVCV, Cherry Valley; WFLY, Troy; WHVA, Poughkeepsie; WQAN-FM, Scranton, Pa.

South Central Quality Network

(Address any station)

STATIONS

WMC, Memphis; KARK, Little Rock; KWKH, Shreveport; WJDX, Jackson, Miss.

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone: 5251

PERSONNEL

Gen. Mgr.....Clair R. McCollough
Sales Manager .....J. Robert Gulick
Promotion Manager.....Bart Feroe
Technical Dir. .....J. E. Mathiot
Nat'l Representative....Robert Meeker Assoc.

STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WLEV-FM, Bethlehem, Allentown, Easton, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

Tall Corn Network

(Address any Station or John E. Pearson, Reps.)

PERSONNEL

President.....Dietrich Dirks (KCOM)
Vice-President.....Ed Breen (KVFD)
Vice-President.....G. J. Volger (KWPC)
Secretary.....Wm. P. White (KFJB)

STATIONS

KWCR, Cedar Rapids; KROS, Clinton; KSIB, Creston; KFNF, Shenandoah; KDEC, Decorah; KDTH, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KWBG, Boone; KICD, Spencer; KRIB, Mason City; KCIM, Carroll; KOEL, Oelwein, all in Iowa.

Tennessee Valley Associates Network

(Address Any Station)

STATIONS

WHAL, Shelbyville; WLAR, Athens; WAGC, Chattanooga; WKRM, Columbia; WHUB, Cookeville; WEKR, Fayettville; WHIN, Gallatin; WHBT, Harriman; WCOR, Lebanon; WMMT, McMinnville; WGNS, Murfreesboro; WCDT, Winchester.

Texas Broadcasting System

KRLD, Herald Square, Dallas, Tex.

PERSONNEL

General Manager.....Clyde W. Rembert

STATIONS

KRLD, Dallas; KABC, San Antonio; KTRH, Houston, Texas.

Texas Plains Stations

KFLD, P. O. Box 955, Floydada, Tex.

STATIONS

KFLD, Floydada; KPAN, Hereford; KVCM, Colorado City, Texas.

Texas Quality Network

1122 Jackson St. (WFAA), Dallas, Tex.
Phone: Riverside 9631

PERSONNEL

Representative .....Alex Keese

(KRIS), P. O. Box 840, Corpus Christi, Tex., Phone: 4-6354, Gen. Mgr. T. Frank Smith; (KPRC), Lamar & Main Sts., Houston, Tex., Phone: Fairfax 7101, Gen. Mgr. Jack Harris; (WOAI), 1031 Navarro St., San Antonio, Tex., Gen. Mgr. Arden X. Pangborn; (KVAL), Brownsville, Tex., Brownsville, Tex., Gen. Mgr. T. Frank Smith, Jr.; (WFAA), 1122 Jackson St. (Dal), Dallas-Ft. Worth, Tex., Phone: Riverside 9631, Gen. Mgr. Martin Campbell.

Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Tex.
Phone: ED 3473

PERSONNEL

President.....Gene L. Cagle
Vice-President.....Charles B. Jordan
Secretary-Treasurer.....D. C. Hornburg
Sales Manager .....Dale Drake
Traffic Manager.....Forrest W. Clough
Program Director.....Hal Thompson
Chief Engineer.....James T. Peterson

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana;

WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVI, Greenville, Texas; KRIO, McAllen; KLYN, Amarillo; KWFT, Wichita Falls, Texas; KTBB, Tyler, Texas.

The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,
Raleigh, N. C.
Phone: 8885

PERSONNEL

President.....Harmon L. Duncan
Vice-President.....Victor W. Dawson
Secy.-Treas.....Lester L. Gould
Sales Manager.....Kenneth C. Wilson
Office Secretary.....Nina J. Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.

Union Broadcasting System

PERSONNEL

General Manager.....Jim Healy
WOKO, Albany, N. Y.

STATIONS

WOKO, Albany; WCSS, Amsterdam; WWSC, Glens Falls; WENT, Gloversville; WHUC, Hudson; WKNY, Kingston; WKIP, Poughkeepsie; WDOS, Oneonta; WKOP, Binghamton; WELM, Elmira; WGAT, Utica; WNDR, Syracuse; WICY, Malone; WEAV, Plattsburg; WNBZ, Saranac Lake, N. Y.; WBEC, Pittsfield, Mass.; WACE, Chicopee; WALE, Fall River; WVOM, Boston, Mass.; WSYB, Rutland; WJOY, Burlington, Vt.; WWCO, Waterbury; WTOR, Torrington, Conn.; WFAU, Augusta, Me.; WKNE, Keene, N. H.

Upper Midwest Broadcasting System

935 Northwestern Bank Bldg.,
Minneapolis, Minn.

PERSONNEL

President .....Orville Lawson

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji; KLIX, Brainerd; KBMW, Breckenridge; KROX, Crookston; KDLM, Detroit Lakes; KDHL, Fairbault; KSUM, Fairmont; WREX, Duluth; WEVE, Eveleth; KGDE, Fergus Falls; CKFI, International Falls; KVOX, Fargo-Moorhead, and KNUJ, New Ulm, all in Minnesota; KDLR, Devils Lake; KVOX, Fargo-Moorhead; KNOX, Grand Forks; KGCU, Bismarck-Mandan; KLPM, Minot; KOVC, Valley City; KGCX, Williston-Sidney, all in North Dakota; KABR, Aberdeen; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KIHO, Sioux Falls; KWAT, Watertown; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKD, Iron River; WJMS, Ironwood; WJPD, Ishpeming; WDBC, Escanaba, all in Michigan; WHBY, Appleton; WATW, Ashland; WBEL, Beloit; WBIZ, Eau Claire; KFIZ, Fond du Lac; WJPG, Green Bay; WLCX, La Crosse; WLDY, Ladysmith; WIBU, Madison-Poynette; WLIN, Merrill; WOBT, Rhinelander; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KXIC, Iowa City; KJFI, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KOKX, Keokuk; KCHA, Charles City; KBIZ, Ottumwa, all in Iowa; KCNI, Broken Bow; WJAG, Norfolk; KFGT, Fremont; KNAB, Scottsbluff, and KJSK, Columbus, all in Nebraska; WMBO, Aurora; WCAZ, Carthage, and WLBK, De Kalb, all in Illinois; KXGN, Glendive and KGCX, Sidney, both in Montana.

West Texas Packaged Stations

(Address any Station)

STATIONS

KRBC, Abilene; KBST, Big Spring; KGKL, San Angelo; KTRN, Wichita Falls.

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 723

PERSONNEL

Managing Dir.....George T. Frechette
President.....John M. Walter
Vice-President .....Earl Huth

STATIONS

WRJN, Racine; WCLO, Janesville; WGEZ, Beloit; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; KFIZ, Fond du Lac, Wisc.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

Sales, Prom. Manager.....Tom Batison
Executive Vice-Pres. & Gen. Mgr.
Linus Travers
Vice-President .....George Steffy
Traffic .....Dick Black
News .....L. Bickford
Program Manager.....Dave Cox

STATIONS

WNAC, Boston, Mass.; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WICC, Bridgeport, Conn.; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAI, Greenfield, Mass.; WONS, Hartford, Conn.; WHYN, Holyoke, Mass.; WLNH, Laconia, N. H.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell-Lawrence, Mass.; WNBH, New Bedford, Mass.; WOCB, Hyannis, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WHEB, Portsmouth-Dover, N. H.; WEAN, Providence, R. I.; WWON, Woonsocket, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WORC, Worcester, Mass.

ESTIMATED FAMILIES FOR 1953

State	U. S. Population April 1, 1953 (Estimated)	Total Housing Units	U. S. Families April 1, 1953 (Estimated)	Stations in State
ALABAMA	3,252,000	850,000	777,000	78
ARIZONA	789,000	243,000	210,000	28
ARKANSAS	1,936,000	580,000	522,000	43
CALIFORNIA	11,330,000	3,627,000	3,525,000	141
COLORADO	1,402,000	441,000	407,000	32
CONNECTICUT	2,121,000	617,000	578,000	25
DELAWARE	329,000	97,000	88,000	6
DISTRICT OF COLUMBIA	845,000	236,000	219,000	7
FLORIDA	2,884,000	966,000	895,000	78
GEORGIA	3,604,000	982,000	904,000	79
IDAHO	617,000	191,000	174,000	23
ILLINOIS	9,214,000	2,593,000	2,579,000	78
INDIANA	4,050,000	1,239,000	1,165,000	46
IOWA	2,732,000	819,000	770,000	50
KANSAS	2,010,000	629,000	580,000	37
KENTUCKY	3,117,000	825,000	765,000	46
LOUISIANA	2,819,000	784,000	715,000	45
MAINE	963,000	314,000	285,000	15
MARYLAND	2,466,000	694,000	639,000	23
MASSACHUSETTS	4,928,000	1,416,000	1,315,000	51
MICHIGAN	6,669,000	1,990,000	1,834,000	68
MINNESOTA	3,148,000	926,000	836,000	46
MISSISSIPPI	2,210,000	613,000	579,000	45
MISSOURI	4,184,000	1,276,000	1,109,000	54
MONTANA	630,000	196,000	180,000	25
NEBRASKA	1,412,000	419,000	381,000	24
NEVADA	173,000	58,000	51,000	10
NEW HAMPSHIRE	567,000	193,000	158,000	12
NEW JERSEY	5,113,000	1,517,000	1,392,000	19
NEW MEXICO	726,000	201,000	182,000	27
NEW YORK	15,725,000	4,675,000	4,354,000	98
NORTH CAROLINA	4,277,000	1,064,000	1,025,000	100
NORTH DAKOTA	627,000	178,000	161,000	14
OHIO	8,400,000	2,428,000	2,352,000	74
OKLAHOMA	2,264,000	719,000	626,000	45
OREGON	1,601,000	529,000	506,000	47
PENNSYLVANIA	11,072,000	3,060,000	2,853,000	113
RHODE ISLAND	833,000	246,000	222,000	11
SOUTH CAROLINA	2,213,000	562,000	525,000	46
SOUTH DAKOTA	675,000	196,000	178,000	13
TENNESSEE	3,415,000	930,000	856,000	60
TEXAS	8,157,000	2,410,000	2,161,000	183
UTAH	712,000	202,000	188,000	18
VERMONT	402,000	124,000	104,000	10
VIRGINIA	3,486,000	910,000	821,000	59
WASHINGTON	2,534,000	819,000	792,000	54
WEST VIRGINIA	2,106,000	547,000	498,000	40
WISCONSIN	3,558,000	1,068,000	963,000	64
WYOMING	309,000	94,000	87,000	14
TOTAL	158,606,000	46,293,000	43,093,000	2,324

AM RADIO STATIONS

U. S. Station Index

•

Frequency — Power

•

Stations Alphabetically Listed by States—Cities

•

Key Personnel

IT WORKS

Every season . . . every month . . . every day,
WOR sells *more* products to *more* people
at *less* cost than any other station
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KSGA — Redmond, Ore. 587
KSGM — Ste. Genevieve 493
KSIB — Creston, Ia. 424
KSID — Sidney, Neb. 502
KSIG — Crowley, La. 441
KSIJ — Gladwater, Tex. 641
KSIL — Silver City, N. M. 514
KSIM — Silkeston, Mo. 493
KSIW — Woodward, Okla. 581
KSIX — Corpus Christi, Tex. 635
KSJB — Jamestown, N. D. 561
KSJO — San Jose, Calif. 353
KSJV — Sanger, Calif. 352
KSKY — Dallas, Tex. 636
KSL — Salt Lake City, Utah 657
KSLM — Salem, Ore. 587
KSLO — Opelousas, La. 445
KSMA — Santa Maria, Calif. 355
KSMN — Mason City, Ia. 426
KSNY — Snyder, Tex. 652
KSO — Des Moines, Ia. 425
KSOK — Arkansas City, Kan. 429
KSON — San Diego, Calif. 350
KSOO — Sioux Falls, S. D. 621
KSOX — Harlingen, Tex. 642
KSPA — Santa Paula, Calif. 355
KSPI — Stillwater, Okla. 580
KSPO — Spokane, Wash. 673
KSPR — Casper, Wyo. 691
KSPT — Sandpoint, Idaho 401
KSRO — Santa Rosa, Calif. 355
KSRV — Ontario, Ore. 585
KSST — Sulphur Springs, Tex. 652
KSTA — Coleman, Tex. 634
KSTB — Breckenridge, Tex. 633
KSTL — St. Louis, Mo. 491
KSTN — Stockton, Calif. 355
KSTP — St. Paul-Minneapolis, Minn. 479
KSTT — Davenport, Ia. 424
KSTV — Stephenville, Tex. 652
KSUB — Cedar City, Utah 655
KSUE — Susanville, Calif. 356
KSUN — Bisbee, Ariz. 326
KSUM — Fairmont, Minn. 476
KSVC — Richfield, Utah 656
KSVP — Artesia, N. M. 511
KSWA — Graham, Tex. 641
KSWB — Yuma, Ariz. 329
KSWI — Council Bluffs, Ia. 423
KSWM — Joplin, Mo. 488
KSWO — Lawton, Okla. 578
KSWS — Roswell, N. M. 513
KSYC — Yreka, Calif. 357
KSYL — Alexandria, La. 440
KTAC — Tacoma, Wash. 674
KTAE — Taylor, Tex. 652
KTAN — Sherman, Tex. 651
KTAR — Phoenix, Ariz. 328
KTAT — Frederick, Okla. 577
KTBB — Tyler, Tex. 653
KTBC — Austin, Tex. 631
KTBS — Shreveport, La. 446

KTEL — Walla Walla, Wash. 674
KTEM — Temple, Tex. 652
KTER — Terrell, Tex. 652
KTFI — Twin Falls, Idaho 403
KTFS — Texarkana, Tex. 653
KTFY — Brownfield, Tex. 634
KTHS — Little Rock, Ark. 333
KTHT — Houston, Tex. 643
KTIL — Tillamook, Ore. 587
KTIM — San Rafael, Calif. 354
KTIP — Porterville, Calif. 348
KTJS — Hobart, Okla. 577
KTKN — Ketchikan, Alaska 695
KTKR — Taft, Calif. 356
KTKT — Tucson, Ariz. 328
KTLN — Denver, Colo. 359
KTLW — Texas City, Tex. 653
KTMC — McAlester, Okla. 578
KTMS — Santa Barbara, Calif. 354
KTNM — Tucumcari, N. M. 514
KTNT — Tacoma, Wash. 674
KTOE — Mankato, Minn. 477
KTOH — Lihue, Kauai, T. H. 696
KTOK — Oklahoma City, Okla. 579
KTOP — Topeka, Kan. 433
KTOW — Oklahoma City, Okla. 579
KTRB — Modesto, Calif. 346
KTRC — Santa, Fe, N. M. 513
KTRE — Lufkin, Tex. 646
KTRF — Thief River Falls, Minn. 480
KTRH — Houston, Tex. 643
KTRI — Sioux City, Ia. 428
KTRM — Beaumont, Tex. 632
KTRN — Wichita Falls, Tex. 654
KTRY — Bastrop, La. 441
KTSA — San Antonio, Tex. 650
KTSM — El Paso, Tex. 638
KTSW — Emporia, Kan. 430
KTTR — Rolla, Mo. 490
KTTS — Springfield, Mo. 494
KTUC — Tucson, Ariz. 328
KTUL — Tulsa, Okla. 581
KTUR — Turlock, Calif. 356
KTW — Seattle, Wash. 673
KTXC — Big Spring, Tex. 633
KTXJ — Jasper, Tex. 644
KTXL — San Angelo, Tex. 650
KTXN — Austin, Tex. 631
KTYL — Mesa, Ariz. 326
KUBA — Yuba City, Calif. 357
KUBC — Montrose, Colo. 361
KUGN — Eugene, Ore. 583
KUIN — Grants Pass, Ore. 584
KUJ — Walla Walla, Wash. 674
KUKI — Ukiah, Calif. 356
KULA — Honolulu, T. H. 696
KULE — Ephrata, Wash. 669
KULP — El Campo, Tex. 637
KUNO — Corpus Christi, Tex. 635
KUOA — Siloam Springs, Ark. 334
KURV — Edinburg, Tex. 637
KUTA — Salt Lake City, Utah 657
KVAN — Vancouver, Wash. 674
KVAS — Astoria, Ore. 582
KVBC — Farmington, N. M. 512
KVCV — Redding, Calif. 348
KVEC — San Luis Obispo, Calif. 353
KVEN — Ventura, Calif. 356
KVER — Albuquerque, N. M. 511
KVET — Austin, Tex. 631
KVFD — Ft. Dodge, Ia. 426
KVGB — Great Bend, Kan. 430
KVI — Seattle, Wash. 673
KVIC — Victoria, Tex. 653
KVIM — New Iberia, La. 443
KVKM — Monahans, Tex. 647
KVLC — Little Rock, Ark. 333
KVLF — Alpine, Tex. 629
KVLH — Pauls Valley, Okla. 580
KVMA — Magnolia, Ark. 333
KVMC — Colorado City, Tex. 635
KVNC — Winslow, Ariz. 329
KVNI — Coeur D'Alene 400
KVNU — Logan, Utah 655
KVOA — Tucson, Ariz. 328
KVOC — Casper, Wyo. 691
KVOD — Denver, Colo. 360
KVOE — Santa Ana, Calif. 354
KVOG — Ogden, Utah 655
KVOL — Lafayette, La. 442
KVON — Napa, Calif. 346
KVOO — Tulsa, Okla. 581
KVOP — Plainview, Tex. 649
KVOR — Colorado Springs, Colo. 358
KVOS — Bellingham, Wash. 669
KVOU — Uvalde, Tex. 653
KVOW — Littlefield, Tex. 645
KVOX — Moorhead, Minn. 478
KVOZ — Laredo, Tex. 645
KVRC — Arkadelphia, Ark. 329
KVRH — Salida, Colo. 362
KVRS — Rock Springs, Wyo. 693
KVSF — Santa Fe, N. M. 513
KVSM — San Mateo, Calif. 353
KVSO — Ardmore, Okla. 576
KVVC — Ventura, Calif. 356
KVWC — Vernon, Tex. 653
KVWO — Cheyenne, Wyo. 691
KWAD — Wadena, Minn. 480
KWAK — Suttgart, Ark. 337
KWAL — Osburn, Idaho 400
KWAT — Watertown, S. D. 621
KWBB — Wichita, Kan. 434
KWBC — Fort Worth, Tex. 639
KWBG — Boone, Ia. 422
KWBE — Beatrice, Neb. 498
KWBM — Williston, N. D. 561
KWBR — Oakland, Calif. 347
KWBU — Corpus Christi, Tex. 635
KWBW — Hutchinson, Kan. 430
KWCB — Searcy, Ark. 334
KWCJ — Natchitoches, La. 443
KWCO — Chickasha, Okla. 576
KWDM — Des Moines, Ia. 425
KWED — Seguin, Tex. 651
KWEI — Weiser, Idaho 403
KWEM — West Memphis, Ark. 337
KWEW — Hobbs, N. M. 512
KWFC — Hot Springs, Ark. 331
KWFT — Wichita Falls, Tex. 654
KWG — Stockton, Calif. 355
KWGB — Goodland, Kan. 430
KWHI — Brenham, Tex. 633
KWHK — Hutchinson, Kan. 431
KWHN — Fort Smith, Ark. 331
KWHP — Cushing, Okla. 576
KWHW — Altus, Okla. 576
KWIE — Kennewick, Wash. 670
KWIK — Pocatello, Idaho 401
KWIL — Albany, Ore. 582
KWIN — Ashland, Ore. 582
KWJB — Globe, Ariz. 326
KWJJ — Portland, Ore. 586
KWK — St. Louis, Mo. 491
KWKC — Abilene, Tex. 629
KWKH — Shreveport, La. 446
KWKW — Pasadena, Calif. 347
KWLK — Longview, Wash. 670

KWLM — Willmar, Minn. 480
KWNO — Winona, Minn. 480
KWNW — Wenatchee, Wash. 675
KWOA — Worthington, Minn. 480
KWOC — Poplar Bluff, Mo. 490
KWOE — Clinton, Okla. 576
KWON — Bartlesville, Okla. 576
KWOR — Worland, Wyo. 693
KWOS — Jefferson City, Mo. 488
KWPC — Muscatine, Ia. 427
KWRC — Pendleton, Ore. 585
KWPM — West Plains, Mo. 494
KWRE — Warrenton, Mo. 494
KWRL — Riverton, Wyo. 693
KWRN — Reno, Nev. 503
KWRO — Coquille, Ore. 583
KWSD — Mt. Shasta, Calif. 346
KWSH — Wewaka, Okla. 581
KWSK — Pratt, Kan. 432
KWSO — Wasco, Calif. 357
KWTC — Barstow, Calif. 338
KWTO — Springfield, Mo. 494
KWTX — Waco, Tex. 654
KWWL — Waterloo, Ia. 428
KWYO — Sheridan, Wyo. 693
KXA — Seattle, Wash. 673
KXAR — Hope, Ark. 331
KXEL — Waterloo, Ia. 429
KXEO — Mexico, Mo. 490
KXGI — Ft. Madison, Ia. 426
KXGN — Glendive, Mont. 496
KXIC — Iowa City, Ia. 426
KXIT — Dalhart, Tex. 636
KXJK — Forrest City, Ark. 330
KXL — Portland, Ore. 587
KXLA — Pasadena, Calif. 347
KXLE — Ellensburg, Wash. 669
KXLF — Butte, Mont. 496
KXLJ — Helena, Mont. 496
KXLK — Great Falls, Mont. 496
KXLL — Missoula, Mont. 497
KXLO — Lewistown, Mont. 497
KXLQ — Bozeman, Mont. 495
KXLR — Little Rock, Ark. 333
KXLW — St. Louis, Mo. 493
KXLY — Spokane, Wash. 673
KXO — El Centro, Calif. 340
KXOA — Sacramento, Calif. 349
KXOB — Stockton, Calif. 356
KXOC — Chico, Calif. 339
KXOK — St. Louis, Mo. 493
KXOL — Fort Worth, Tex. 639
KXOX — Sweetwater, Tex. 652
KXRA — Alexander, Minn. 475
KXRJ — Russellville, Ark. 334
KXRO — Aberdeen, Wash. 668
KXRX — San Jose, Calif. 353
KXXL — Monterey, Calif. 346
KXXX — Colby, Kan. 429
KXYZ — Houston, Tex. 643
KYA — San Francisco, Calif. 352
KYAK — Yakima, Wash. 675
KYCA — Prescott, Ariz. 328
KYJC — Medford, Ore. 585
KYMA — Yuma, Ariz. 329
KYNO — Fresno, Calif. 341
KYOR — Blythe, Calif. 338
KYOS — Merced, Calif. 345
KYOU — Greeley, Colo. 361
KYSM — Mankato, Minn. 477
KYUM — Yuma, Ariz. 329
KYW — Philadelphia, Pa. 601
WAAA — Winston-Salem, N. C. 557
WAAB — Worcester, Mass. 463
WAAF — Chicago, Ill. 405
WAAT — Newark, N. J. 507
WABA — Aquadilla, P. R. 697
WABB — Mobile, Ala. 322
WABC — New York, N. Y. 523
WABG — Greenwood, Miss. 482
WABI — Bangor, Me. 447
WABJ — Adrian, Mich. 463
WABM — Houlton, Me. 448
WABY — Albany, N. Y. 514
WABZ — Albemarle, N. C. 545
WACA — Camden, S. C. 613
WACB — Kittanning, Pa. 596
WACE — Chicopee-Springfield, Mass. 457
WACL — Waycross, Ga. 398
WACO — Waco, Tex. 654
WACR — Columbus, Miss. 482
WADC — Akron, O. 562
WADE — Wadesboro, N. C. 556
WAEB — Allentown, Pa. 588
WAEL — Mayaguez, P. R. 697
WAFB — Baton Rouge, La. 441
WAGA — Atlanta, Ga. 386
WAGC — Chattanooga, Tenn. 622
WAGE — Syracuse, N. Y. 539
WAGF — Dothan, Ala. 319
WAGM — Presque Isle, Me. 449
WAIM — Anderson, S. C. 613
WAIN — Columbia, Ky. 435
WAIR — Winston-Salem, N. C. 558
WAIT — Chicago, Ill. 406
WAJR — Morgantown, W. Va. 679
WAKE — Greenville, S. C. 617
WAKN — Aiken, S. C. 613
WAKR — Akron, O. 562
WAKU — Latrobe, Pa. 596
WALA — Mobile, Ala. 322
WALB — Albany, Ga. 386
WALD — Walterboro, S. C. 619
WALE — Fall River, Mass. 457
WALK — Patchogue, N. Y. 536
WALL — Middletown, N. Y. 522
WALM — Albion, Mich. 463
WALT — Tampa, Fla. 384
WAML — Laurel, Miss. 484
WAMS — Wilmington, Del. 370
WAND — Canton, O. 563
WANE — Ft. Wayne, Ind. 417
WANN — Annapolis, Md. 450
WANS — Anderson, R. I. 613
WANT — Richmond, Va. 665
WAOV — Vincennes, Ind. 421
WAPA — San Juan, P. R. 699
WAPF — McComb, Miss. 484
WAPI — Birmingham, Ala. 318
WAPO — Chattanooga, Tenn. 622
WAPX — Montgomery, Ala. 323
WARA — Attleboro, Mass. 456
WARC — Rochester, N. Y. 537
WARD — Johnstown, Pa. 595
WARE — Ware, Mass. 461
WARK — Hagerstown, Md. 454
WARL — Arlington, Va. 659
WARM — Scranton, Pa. 606
WASA — Havre De Grace, Md. 455
WASK — Lafayette, Ind. 419
WASL — Annapolis, Md. 450
WATA — Boone, N. C. 546
WATC — Gaylord, Mich. 469
WATG — Ashland, O. 562
WATH — Athens, O. 562
WATK — Antigo, Wis. 681
WATL — Atlanta, Ga. 386
WATM — Atmore, Ala. 317

WATN — Watertown, N. Y. 543
WATO — Oak Ridge, Tenn. 628
WATR — Waterbury, Conn. 369
WATS — Sayre, Pa. 606
WATT — Cadillac, Mich. 466
WATW — Ashland, Wis. 681
WATZ — Alpena, Mich. 464
WAUD — Auburn, Ala. 317
WAUG — Augusta, Ga. 389
WAUX — Waukesha, Wis. 690
WAVA — Ava, Ill. 403
WAVE — Louisville, Ky. 437
WAVL — Apollo, Pa. 589
WAVU — Albertville, Ala. 317
WAVZ — New Haven, Conn. 368
WAYB — Waynesboro, Va. 668
WAYN — Rockingham, N. C. 554
WAYS — Charlotte, N. C. 546
WAYX — Waycross, Ga. 398
WAZF — Yazoo City, Miss. 486
WAZL — Hazleton, Pa. 593
WBAC — Cleveland, Tenn. 623
WBAL — Baltimore, Md. 450
WBAP — Fort Worth, Tex. 641
WBAT — Marion, Ind. 419
WBAY — Green Bay, Wis. 682
WBAX — Wilkes-Barre, Pa. 608
WBBB — Burlington, N. C. 546
WBBC — Flint, Mich. 468
WBBM — Chicago, Ill. 406
WBBO — Forest City, N. C. 548
WBBQ — Augusta, Ga. 389
WBBW — Youngstown, O. 573
WBBZ — Ponca City, Okla. 580
WBCK — Battle Creek, Mich. 464
WBCM — Bay City, Mich. 466
WBCO — Bessemer-Birmingham, Ala. 318
WBCU — Union, S. C. 619
WBEC — Pittsfield, Mass. 460
WBEJ — Elizabethton, Tenn. 623
WBEL — Beloit, Wis. 681
WBEN — Buffalo, N. Y. 517
WBET — Brockton, Mass. 457
WBEV — Beaver Dam, Wis. 681
WBEX — Chillicothe, O. 563
WBGE — Atlanta, Ga. 387
WBGR — Jessup, Ga. 395
WBHB — Fitzgerald, Ga. 394
WBHF — Cartersville, Ga. 391
WBHP — Huntsville, Ala. 321
WBID — Henderson, N. C. 550
WBIG — Greensboro, N. C. 549
WBIP — Boonville, Miss. 481
WBIR — Knoxville, Tenn. 625
WBIS — Bristol, Conn. 365
WBIW — Bedford, Ind. 416
WBIZ — Eau Claire, Wis. 681
WBKV — West Bend, Wis. 690
WBLJ — Dalton, Ga. 393
WBLK — Clarksburg, W. Va. 677
WBLT — Bedford, Va. 659
WBMD — Baltimore, Md. 450
WBML — Macon, Ga. 395
WBMS — Boston, Mass. 456
WBNL — Boonville, Ind. 416
WBNS — Columbus, O. 566
WBNX — New York, N. Y. 523
WBNY — Buffalo, N. Y. 517
WBOB — Galax, Va. 662
WBOC — Salisbury, Md. 455
WBOK — New Orleans, La. 444
WBOW — Terre Haute, Ind. 421
WBEX — Chillicothe, O. 563
WBPZ — Lock Haven, Pa. 597
WBRC — Birmingham, Ala. 318
WBRD — Ft. Lauderdale, Fla. 374
WBRE — Wilkes-Barre, Pa. 608
WBRK — Pittsfield, Mass. 460
WBRM — Marion, N. C. 552
WBRW — Welch, W. Va. 680
WBRY — Waterbury, Conn. 369
WBSC — Bennettsville, S. C. 613
WBSM — New Bedford, Mass. 459
WBSR — Pensacola, Fla. 382
WBT — Charlotte, N. C. 546
WBTA — Batavia, N. Y. 515
WBTH — Williamson, W. Va. 680
WBTM — Danville, Va. 661
WBUD — Morrisville, Pa. 599
WBUT — Butler, Pa. 590
WBUX — Daylestown, Pa. 591
WBUY — Lexington, N. C. 552
WBVP — Beaver Falls, Pa. 589
WBYS — Canton, Ill. 405
WBZ-WBZA — Boston-Springfield, Mass. 456
WCAE — Pittsburgh, Pa. 604
WCAN — Milwaukee, Wis. 686
WCAM — Camden, N. J. 506
WCAO — Baltimore, Md. 452
WCAP — Lowell, Mass. 459
WCAR — Pontiac, Mich. 473
WCAU — Philadelphia, Pa. 601
WCAV — Norfolk, Va. 663
WCAW — Charleston, W. Va. 676
WCAX — Burlington, Vt. 658
WCAZ — Carthage, Ill. 405
WCBA — Corning, N. Y. 518
WCBC — Anderson, Ind. 416
WCBD — Chicago-Zion, Ill. 406
WCBI — Columbus, Miss. 482
WCBM — Baltimore, Md. 452
WCBS — New York, N. Y. 523
WCBT — Roanoke Rapids, N. C. 554
WCCC — Hartford, Conn. 365
WCCM — Lawrence, Mass. 459
WCCO — Minneapolis, Minn. 477
WCCP — Savannah, Ga. 396
WCDL — Carbondale, Pa. 590
WCDT — Winchester, Tenn. 629
WCEC — Rocky Mount, N. C. 554
WCED — DuBoise, Pa. 592
WCEM — Cambridge, Md. 454
WCEN — Mt. Pleasant, Mich. 472
WCFL — Chicago, Ill. 405
WCFV — Clifton Forge, Va. 660
WCHS — Charleston, W. Va. 676
WCHV — Charlottesville, Va. 660
WCHA — Chambersburg, Pa. 591
WCHN — Norwich, N. Y. 535
WCHO — Washington, Court House, O. 572
WCHS — Charleston, W. Va. 676
WCIL — Carbondale, Ill. 405
WCJU — Columbia, Miss. 482
WCKB — Dunn, N. C. 547
WCKY — Cincinnati, O. 563
WCLC — Flint, Mich. 469
WCLD — Cleveland, Miss. 481
WCLI — Corning, N. Y. 518
WCLO — Janesville, Wis. 682
WCLT — Newark, O. 570
WCMA — Corinth, Miss. 482
WCMB — Lemoyne, Pa. 596
WCMC — Wildwood, N. J. 510
WCMI — Ashland, Ky. 434
WCMN — Arecibo, P. R. 697
WCMW — Canton, O. 563
WCMY — Ottawa, Ill. 412
WCNB — Connersville, Ind. 416
WCNC — Elizabeth City, N. C. 548
WCNH — Quincy, Fla. 383

WCNR — Bloomsburg, Pa. 590
WCNT — Centralia, Ill. 405
WCNU — Crestview, Fla. 373
WCNX — Middletown, Conn. 367
WCOA — Pensacola, Fla. 382
WCOC — Meridian, Miss. 484
WCOG — Greensboro, N. C. 549
WCOH — Newnan, Ga. 396
WCOJ — Coatesville, Pa. 591
WCOL — Columbus, O. 567
WCOM — Parlersburg, W. Va. 679
WCOP — Boston, Mass. 456
WCOR — Lebanon, Tenn. 625
WCOS — Columbia, S. C. 614
WCOU — Lewiston, Me. 448
WCOV — Montgomery, Ala. 323
WCOW — South St. Paul, Minn. 480
WCPA — Clearfield, Pa. 591
WCPM — Cumberland, Ky. 435
WCPO — Cincinnati, O. 564
WCPS — Tarboro, N. C. 555
WCRA — Effingham, Ill. 409
WCRB — Waltham, Mass. 461
WCRI — Scottsboro, Ala. 324
WCRK — Morristown, Tenn. 627
WCRL — Oneonta, Ala. 324
WCRO — Johnstown, Pa. 595
WCRS — Greenwood, S. C. 617
WCRW — Chicago, Ill. 406
WCSC — Charleston, S. C. 613
WCSH — Portland, Me. 448
WCSI — Columbus, Ind. 416
WCSS — Amsterdam, N. Y. 515
WCTA — Andalusia, Ala. 317
WCTC — New Brunswick, N. J. 508
WCTT — Corbin, Ky. 435
WCUE — Akron, O. 562
WCUM — Cumberland, Md. 454
WCVA — Culpeper, Va. 661
WCVI — Connellsville, Pa. 591
WCVS — Springfield, Ill. 414
WCYB — Bristol, Va. 660
WDAD — Indiana, Pa. 595
WDAE — Tampa, Fla. 384
WDAF — Kansas City, Mo. 489
WDAK — Columbus, Ga. 391
WDAN — Danville, Ill. 408
WDAR — Savannah, Ga. 396
WDAS — Philadelphia, Pa. 601
WDAY — Fargo, N. D. 559
WDBC — Escanaba, Mich. 468
WDBJ — Roanoke, Va. 666
WDBO — Orlando, Fla. 381
WDBQ — Dubuque, Ia. 425
WDBL — Springfield, Tenn. 628
WDEC — Americus, Ga. 386
WDEF — Chattanooga, Tenn. 622
WDEL — Wilmington, Del. 370
WDEV — Waterbury, Vt. 659
WDGY — Minneapolis, Minn. 478
WDIA — Memphis, Tenn. 626
WDIG — Dothan, Ala. 319
WDKD — Kingstree, S. C. 618
WDLA — Walton, N. Y. 543
WDLB — Marshfield, Wis. 685
WDLP — Panama City, Fla. 382
WDMG — Douglas, Ga. 393
WDMJ — Marquette, Mich. 472
WDNC — Durham, N. C. 547
WDNE — Elkins, W. Va. 677
WDOD — Chattanooga, Tenn. 622
WDOK — Cleveland, O. 564
WDOR — Sturgeon Bay, Wis. 688
WDOS — Oneonta, N. Y. 535
WDOV — Dover, Del. 370
WDRC — Hartford, Conn. 367
WDSC — Dillon, S. C. 615
WDSG — Dyersburg, Tenn. 623
WDSM — Superior, Wis. 689
WDSR — Lake City, Fla. 378
WDSU — New Orleans, La. 444
WDUN — Gainesville, Ga. 394
WDUZ — Green Bay, Wis. 682
WDVA — Danville, Va. 661
WDWD — Dawson, Ga. 393
WDWS — Champaign, Ill. 405
WDXB — Chattanooga, Tenn. 622
WDXE — Lawrenceburg, Tenn. 625
WDXI — Jackson, Tenn. 624
WDYK — Cumberland, Md. 454
WDZ — Decatur, Ill. 409
WEAB — Greer, S. C. 617
WEAM — Arlington, Va. 659
WEAN — Providence, R. I. 612
WEAR — Pensacola, Fla. 383
WEAS — Atlanta-Decatur, Ga. 389
WEAT — Lake Worth, Fla. 378
WEAU — Eau Claire, Wis. 681
WEAV — Plattsburg, N. Y. 536
WEBC — Duluth, Minn. 476
WEBJ — Brewton, Ala. 318
WEBK — Tampa, Fla. 385
WEBQ — Harrisburg, Ill. 410
WEBR — Buffalo, N. Y. 517
WEDC — Chicago, Ill. 406
WEDO — McKeesport, Pa. 599
WEDR — Birmingham, Ala. 318
WEEB — Southern Pines, N. C. 555
WEED — Rocky Mount, N. C. 554
WEEI — Boston, Mass. 456
WEEK — Peoria, Ill. 412
WEEU — Reading, Pa. 605
WEGO — Concord, N. C. 547
WEIM — Fitchburg, Mass. 458
WEIR — Weirton, W. Va. 680
WEKR — Fayetteville, Tenn. 623
WEKZ — Monroe, Wis. 686
WELC — Welch, W. Va. 680
WELI — New Haven, Conn. 368
WELL — Battle Creek, Mich. 464
WELM — Elmira, N. Y. 518
WELO — Tupelo, Miss. 485
WELP — Easley, S. C. 615
WELR — Roanoke, Ala. 324
WELS — Kinston, N. C. 551
WEMP — Milwaukee, Wis. 685
WENA — Bayamon, P. R. 697
WENC — Whiteville, N. C. 557
WENE — Binghamton, N. Y. 517
WENK — Union City, Tenn. 629
WENR — Chicago, Ill. 406
WENT — Johnstown, N. Y. 522
WENY — Elmira, N. Y. 518
WEOA — Evansville, Ind. 417
WEOK — Poughkeepsie, N. Y. 536
WEOL — Elyria, O. 568
WEPM — Martinsburg, W. Va. 678
WERC — Eire, Pa. 592
WERD — Atlanta, Ga. 387
WERE — Cleveland, O. 564
WERH — Hamilton, Ala. 321
WERI — Westerly, R. I. 612
WESA — Charleroi, Pa. 591
WESB — Bradford, Pa. 590
WESC — Greenville, S. C. 617
WEST — Easton, Pa. 592
WESX — Salem, Mass. 460
WETB — Johnson City, Tenn. 624

WETO — Gadsden, Ala. 320
WEVA — Emporia, Va. 661
WEVD — New York, N. Y. 523
WEVE — Eveleth, Minn. 476
WEW — St. Louis, Mo. 493
WEWO — Laurinburg, N. C. 551
WEXL — Royal Oak, Mich. 473
WEYE — Sanford, N. C. 555
WFAA — Dallas, Tex. 636
WFAK — Memphis, Tenn. 626
WFAI — Fayetteville, N. C. 548
WFAS — White Plains, N. Y. 544
WFAU — Augusta, Me. 446
WFAX — Falls Church, Va. 661
WFBC — Greenville, S. C. 617
WFBG — Altoona, Pa. 588
WFBL — Syracuse, N. Y. 539
WFBR — Baltimore, Md. 452
WFBM — Indianapolis, Ind. 418
WFCB — Dunkirk, N. Y. 518
WFDF — Flint, Mich. 469
WFEA — Manchester, N. H. 504
WFEB — Sylacauga, Ala. 325
WFEC — Miami, Fla. 379
WFGM — Fitchburg, Mass. 458
WFGN — Gaffney, S. C. 615
WFHG — Bristol, Va. 660
WFHR — Wisconsin Rapids, Wis. 690
WFIG — Sumter, S. C. 619
WFIL — Philadelphia, Pa. 601
WFIN — Finlay, O. 568
WFKY — Frankfort, Ky. 435
WFLA — Tampa, Fla. 385
WFLB — Fayetteville, N. C. 548
WFLO — Farmville, Va. 661
WFMC — Goldsboro, N. C. 549
WFMD — Frederick, Md. 454
WFMH — Cullman, Ala. 319
WFMJ — Youngstown, O. 575
WFMW — Madisonville, Ky. 438
WFNC — Fayetteville, N. C. 548
WFNS — Burlington, N. C. 546
WFOB — Fostoria, O. 569
WFOM — Marietta, Ga. 395
WFOJ — Hattiesburg, Miss. 483
WFOX — Milwaukee, Wis. 685
WFOY — St. Augustine, Fla. 383
WFPA — Ft. Payne, Ala. 320
WFPG — Atlantic City, N. J. 506
WFPM — Ft. Valley, Ga. 394
WFRC — Reidsville, N. C. 553
WFRL — Freeport, Ill. 409
WFRO — Fremont, O. 569
WFRP — Savannah, Ga. 396
WFRX — West Frankfort, Ill. 415
WFTC — Kinston, N. C. 551
WFTL — Ft. Lauderdale, Fla. 375
WFTM — Maysville, Ky. 438
WFTR — Front Royal, Va. 661
WFUL — Fulton, Ky. 435
WFUN — Huntsville, Ala. 322
WFUR — Grand Rapids, Mich. 469
WFVA — Fredericksburg, Md. 661
WFVG — Fuquay Springs, N. C. 549
WFYC — Alma, Mich. 463
WGAA — Cedartown, Ga. 391
WGAC — Augusta, Ga. 389
WGAD — Gadsden, Ala. 321
WGAF — Valdosta, Ga. 398
WGAI — Elizabeth City, N. C. 548
WGAL — Lancaster, Pa. 596
WGAN — Portland, Me. 449
WGAP — Maryville, Tenn. 626
WGAR — Cleveland, O. 564
WGAT — Utica, N. Y. 541
WGAU — Athens, Ga. 386
WGAY — Silver Springs, Md. 455
WGBA — Columbus, Ga. 393
WGBB — Freeport, N. Y. 518
WGBF — Evansville, Ind. 417
WGBG — Greensboro, N. C. 549
WGBI — Scranton, Pa. 606
WGBR — Goldsboro, N. C. 549
WGBS — Miami, Fla. 379
WGCB — Red Lion, Pa. 606
WGCD — Chester, S. C. 614
WGCM — Gulfport, Miss. 483
WGEM — Quincy, Ill. 413
WGES — Chicago, Ill. 406
WGET — Gettysburg, Pa. 593
WGEZ — Beloit, Wis. 681
WGFG — Kalamazoo, Mich. 471
WGGA — Gainesville, Ga. 394
WGGG — Gainesville, Fla. 375
WGGH — Marion, Ill. 411
WGH — Newport News, Va. 663
WGHN — Grand Haven, Mich. 469
WGIG — Brunswick, Ga. 390
WGIL — Galesburg, Ill. 409
WGIV — Charlotte, N. C. 546
WGKV — Charleston, W. Va. 676
WGL — Ft. Wayne, Ind. 417
WGLC — Centreville, Miss. 481
WGLS — Decatur, Ga. 393
WGMS — Washington, D. C. 371
WGN — Chicago, Ill. 406
WGNC — Gastonia, N. C. 549
WGNI — Wilmington, N. C. 557
WGNR — New Rochelle, N. Y. 523
WGNS — Murfreesboro, Tenn. 627
WGNY — Newburgh, N. Y. 523
WGOV — Valdosta, Ga. 398
WGPA — Bethlehem, Pa. 589
WGPC — Albany, Ga. 386
WGR — Buffalo, N. Y. 517
WGRA — Cairo, Ga. 390
WGRC — Louisville, Ky. 437
WGRD — Grand Rapids, Mich. 469
WGRM — Greenwood, Miss. 482
WGRO — Bay City, Mich. 466
WGRV — Greenville, Tenn. 623
WGRY — Gary, Ind. 418
WGSM — Huntington, N. Y. 521
WGST — Atlanta, Ga. 387
WGSV — Guntersville, Ala. 321
WGTA — Summerville, Ga. 397
WGTC — Greenville, N. C. 550
WGTL — Kannapolis, N. C. 551
WGTM — Wilson, N. C. 557
WGTN — Georgetown, S. C. 617
WGUY — Bangor, Me. 447
WGVA — Geneva, N. Y. 519
WGVM — Greenville, Miss. 482
WGWC — Selma, Ala. 324
WGWD — Gadsden, Ala. 321
WGWR — Asheboro, N. C. 545
WGY — Schenectady, N. Y. 539
WGYV — Greenville, Ala. 321
WHA — Madison, Wis. 683
WHAI — Greenfield, Mass. 458
WHAK — Rogers City, Mich. 473
WHAL — Shelbyville, Tenn. 628
WHAM — Rochester, N. Y. 537
WHAN — Charleston, S. C. 614
WHAP — Hopewell, Va. 662
WHAR — Clarksburg, W. Va. 677
WHAS — Louisville, Ky. 437
WHAT — Philadelphia, Pa. 603

WHAV — Haverhill, Mass. 458
WHAW — Weston, W. Va. 680
WHAY — New Britain, Conn. 367
WHB — Kansas City, Mo. 489
WHBB — Selma, Ala. 324
WHBC — Canton, O. 563
WHBF — Rock Island, Ill. 414
WHBI — Newark, N. J. 508
WHBL — Sheboygan, Wis. 688
WHBO — Tampa, Fla. 385
WHBQ — Memphis, Tenn. 626
WHBS — Huntsville, Ala. 322
WHBT — Harriman, Tenn. 624
WHBU — Anderson, Ind. 416
WHBY — Appleton, Wis. 681
WHCC — Waynesville, N. C. 557
WHCU — Ithaca, N. Y. 521
WHDF — Houghton, Mich. 470
WHDH — Boston, Mass. 456
WHDL — Olean, N. Y. 535
WHEB — Portsmouth, N. H. 505
WHEC — Rochester, N. Y. 537
WHED — Washington, N. C. 556
WHFB — Benton Harbor, Mich. 466
WHFC — Chicago, Ill. 406
WHGB — Harrisburg, Pa. 595
WHHH — Warren, O. 572
WHHM — Memphis, Tenn. 626
WHIL — Medford, Mass. 459
WHIM — Providence, R. I. 612
WHIN — Gallatin, Tenn. 623
WHIO — Dayton, O. 567
WHIP — Mooresville, N. C. 552
WHIR — Danville, Ky. 435
WHIS — Bluefield, W. Va. 676
WHIT — New Bern, N. C. 553
WHIZ — Zanesville, O. 575
WHJB — Greensburg, Pa. 593
WHJC — Matewan, W. Va. 678
WHK — Cleveland, O. 565
WHKC — Columbus, O. 567
WHKK — Akron, O. 562
WHKP — Hendersonville, N. C. 550
WHKY — Hickory, N. C. 550
WHLB — Virginia, Minn. 480
WHLD — Niagara Falls, N. Y. 535
WHLF — South Boston, Va. 667
WHLI — Hempstead, N. Y. 521
WHLL — Wheeling, W. Va. 680
WHLM — Bloomsburg, Pa. 589
WHLN — Harlan, Ky. 436
WHLS — Port Huron, Mich. 473
WHMA — Anniston, Ala. 317
WHMP — Northampton, Mass. 460
WHNC — Henderson, N. C. 550
WHO — Des Moines, Iowa 425
WHOB — Gardner, Mass. 458
WHOC — Philadelphia, Miss. 485
WHOD — Homestead, Pa. 593
WHOK — Lancaster, O. 569
WHOL — Allentown, Pa. 588
WHOM — New York, N. Y. 525
WHOO — Orlando, Fla. 382
WHOP — Hopkinsville, Ky. 436
WHOS — Decatur, Ala. 319
WHOT — South Bend, Ind. 420
WHOW — Clinton, Ill. 408
WHP — Harrisburg, Pa. 595
WHPE — High Point, N. C. 550
WHRV — Ann Arbor, Mich. 464
WHSC — Hartsville, S. C. 618
WHSY — Hattiesburg, Miss. 483
WHTB — Talladega, Ala. 325
WHTC — Holland, Mich. 470
WHTN — Huntington, W. Va. 678
WHUB — Cookeville, Tenn. 623
WHUC — Hudson, N. Y. 521
WHUM — Reading, Pa. 605
WHUN — Huntingdon, Pa. 595
WHVR — Hanover, Pa. 593
WHWB — Rutland, Vt. 658
WHWL — Nanticoke, Pa. 599
WHYL — Carlisle, Pa. 590
WHYN — Holyoke, Mass. 458
WHYU — Newport News, Va. 663
WIAC — San Juan, P. R. 700
WIAM — Williamston, N. C. 557
WIBA — Madison, Wis. 683
WIBB — Macon, Ga. 395
WIBC — Indianapolis, Ind. 418
WIBG — Philadelphia, Pa. 603
WIBM — Jackson, Mich. 471
WIBR — Baton Rouge, La. 441
WIBU — Poynette, Wis. 686
WIBV — Belleville, Ill. 403
WIBW — Topeka, Kan. 433
WIBX — Utica, N. Y. 541
WICA — Ashtabula, O. 562
WICC — Bridgeport, Conn. 365
WICE — Providence, R. I. 612
WICH — Norwich, Conn. 368
WICY — Malone, N. Y. 522
WIDE — Biddeford, Me. 447
WIEL — Elizabethtown, Ky. 435
WIFM — Elkin, N. C. 548
WIGM — Medford, Wis. 685
WIHL — Hammond, La. 442
WIKB — Iron River, Mich. 470
WIKC — Mogaluse, La. 441
WIKE — Newport, Vt. 658
WIKK — Erie, Pa. 592
WIKY — Evansville, Ind. 417
WIL — St. Louis, Mo. 493
WILD — Birmingham, Ala. 318
WILE — Cambridge, O. 563
WILK — Wilkes-Barre, Pa. 609
WILM — Wilmington, Del. 370
WILS — Lansing, Mich. 471
WIMA — Lima, O. 569
WIMO — Winder, Ga. 399
WIMS — Michigan City, Ind. 420
WINA — Charlottesville, Va. 660
WINC — Winchester, Va. 668
WIND — Chicago, Ill. 408
WING — Dayton, O. 568
WINK — Ft. Myers, Fla. 375
WINN — Louisville, Ky. 437
WINR — Binghamton, N. Y. 515
WINS — New York, N. Y. 527
WINX — Rockville, Md. 455
WINZ — Miami, Fla. 379
WIOD — Miami, Fla. 380
WIOU — Kokomo, Ind. 419
WIP — Philadelphia, Pa. 603
WIPC — Lake Wales, Fla. 378
WIPR — San Juan, P. R. 699
WIRA — Ft. Pierce, Fla. 375
WIRB — Enterprise, Ala. 320
WIRC — Hickory, N. C. 550
WIRE — Indianapolis, Ind. 418
WIRJ — Humboldt, Tenn. 624
WIRK — West Palm Beach, Fla. 385
WIRL — Peoria, Ill. 413
WIRO — Ironton, O. 569
WIRY — Plattsburg, N. Y. 536
WIS — Columbia, S. C. 614
WISC — Madison, Wis. 683
WISE — Asheville, N. C. 545

WISH — Indianapolis, Ind. 418
WISL — Shamokin, Pa. 607
WISN — Milwaukee, Wis. 685
WISR — Butler, Pa. 590
WIST — Charlotte, N. C. 547
WITA — San Juan, P. R. 699
WITH — Baltimore, Md. 452
WITZ — Jasper, Ind. 419
WIVY — Jacksonville, Fla. 375
WIZE — Springfield, O. 571
WJAC — Johnstown, Pa. 595
WJAG — Norfolk, Neb. 500
WJAM — Marion, Ala. 322
WJAR — Providence, R. I. 612
WJAS — Pittsburgh, Pa. 604
WJAT — Swainboro, Ga. 397
WJAX — Jacksonville, Fla. 376
WJAY — Mullins, S. C. 618
WJAZ — Albany, Ga. 386
WJBB — Haleyville, Ala. 321
WJBC — Bloomington, Ill. 403
WJBF — Augusta, Ga. 389
WJBK — Detroit, Mich. 468
WJBO — Baton Rouge, La. 441
WJBS — Deland, Fla. 374
WJBW — New Orleans, La. 444
WJBY — Gadsden, Ala. 321
WJCD — Seymour, Ind. 420
WJCM — Sebring, Fla. 384
WJDA — Quincy, Mass. 460
WJDX — Jackson, Miss. 483
WJEF — Grand Rapids, Mich. 469
WJEH — Gallipolis, O. 569
WJEJ — Hagerstown, Md. 454
WJEL — Springfield, O. 571
WJER — Dover, O. 568
WJET — Erie, Pa. 592
WJHL — Johnson City, Tenn. 624
WJHO — Opelika, Ala. 324
WJHP — Jacksonville, Fla. 375
WJIG — Tullahoma, Tenn. 629
WJIM — Lansing, Mich. 471
WJIV — Savannah, Ga. 397
WJJD — Chicago, Ill. 408
WJJJ — Montgomery Ala. 323
WJJL — Niagara Falls, N. Y. 535
WJJM — Lewisburg, Tenn. 626
WJKO — Springfield, Mass. 461
WJLB — Detroit, Mich. 468
WJLD — Homewood, Ala. 321
WJLK — Asbury Park, N. J. 505
WJLS — Beckley, W. Va. 676
WJMA — Orange, Va. 664
WJMB — Brookhaven, Miss. 481
WJMC — Rice Lake, Wis. 688
WJMJ — Philadelphia, Pa. 604
WJMO — Cleveland, O. 565
WJMR — New Orleans, La. 444
WJMS — Ironwood, Mich. 470
WJMW — Athens, Ala. 317
WJMX — Florence, S. C. 615
WJNC — Jacksonville, N. C. 551
WJNO — West Palm Beach, Fla. 385
WJOB — Hammond, Ind. 418
WJOC — Jamestown, N. Y. 520
WJOI — Florence, Ala. 320
WJOL — Joliet, Ill. 410
WJON — St. Cloud, Minn. 479
WJOY — Burlington, Vt. 658
WJPA — Washington, Pa. 608
WJPD — Ishpeming, Mich. 471
WJPF — Herrin, Ill. 410
WJPG — Green Bay, Wis. 682
WJPR — Greenville, Miss. 482
WJPS — Evansville, Ind. 417
WJQS — Jackson, Miss. 483
WJR — Detroit, Mich. 468
WJRD — Tuscaloosa, Ala. 325
WJRI — Lenoir, N. C. 551
WJTN — Jamestown, N. Y. 521
WJVA — South Bend, Ind. 421
WJVB — Jacksonville Beach, Fla. 378
WJW — Cleveland, O. 565
WJWL — Georgetown, Del. 370
WJXN — Jackson, Miss. 483
WJZM — Clarksville, Tenn. 622
WKAB — Mobile, Ala. 322
WKAI — Macomb, Ill. 411
WKAL — Rome, N. Y. 537
WKAM — Warsaw, Ind. 422
WKAN — Kankakee, Ill. 410
WKAP — Allentown, Pa. 588
WKAQ — San Juan, P. R. 700
WKAT — Miami Beach, Fla. 381
WKAY — Glasgow, Ky. 436
WKBC — North Wilkesboro, N. C. 553
WKBH — La Crosse, Wis. 683
WKBI — St. Mary's, Pa. 606
WKEN — Youngstown, O. 575
WKBO — Harrisburg, Pa. 595
WKBR — Manchester, N. H. 504
WKBS — Oyster Bay, N. Y. 535
WKBV — Richmond, Ind. 420
WKBW — Buffalo, N. Y. 517
WKBZ — Muskegon, Mich. 472
WKCT — Bowling Green, Ky. 434
WKDA — Nashville, Tenn. 627
WKDK — Newberry, S. C. 618
WKDN — Camden, N. J. 506
WKEI — Kewanee, Ill. 410
WKEU — Griffin, Ga. 394
WKEY — Covington, Va. 660
WKGN — Knoxville, Tenn. 625
WKHM — Jackson, Mich. 471
WKIC — Hazard, Ky. 436
WKID — Urbana, Ill. 415
WKIN — Kingsport, Tenn. 625
WKIP — Poughkeepsie, N. Y. 537
WKJB — Mayaguez, P. R. 697
WKJG — Ft. Wayne, Ind. 417
WKKO — Cocoa, Fla. 373
WKLA — Ludington, Mich. 471
WKLF — Clanton, Ala. 319
WKLJ — Sparta, Wis. 688
WKLK — Cloquet, Minn. 475
WKLO — Louisville, Ky. 438
WKLV — Blackstone, Va. 659
WKLY — Hartwell, Ga. 394
WKMH — Dearborn, Mich. 466
WKNA — Charleston, W. Va. 676
WKNB — New Britain, Conn. 367
WKNE — Keene, N. H. 504
WKNK — Muskegon, Mich. 472
WKNX — Saginaw, Mich. 473
WKNY — Kingston, N. Y. 522
WKOK — Sunbury, Pa. 608
WKOP — Binghamton, N. Y. 515
WKOV — Wellston, O. 573
WKOW — Madison, Wis. 684
WKOX — Framingham, Mass. 458
WKOY — Bluefield, W. Va. 676
WKOZ — Kosciusko, Miss. 484
WKPA — New Kensington, Pa. 599
WKPT — Kingsport, Tenn. 625
WKRC — Cincinnati, O. 564
WKRG — Mobile, Ala. 323
WKRM — Columbia, Tenn. 623
WKRO — Cairo, Ill. 405
WKRS — Waukegan, Ill. 415

WKRT — Cortland, N. Y. 518
WKRZ — Oil City, Pa. 601
WKSR — Pulaski, Tenn. 628
WKST — New Castle, Pa. 599
WKTG — Thomasville, Ga. 397
WKTM — Mayfield, Ky. 438
WKTY — La Crosse, Wis. 683
WKUL — Cullman, Ala. 319
WKVA — Lewistown, Pa. 597
WKVM — San Juan, P. R. 700
WKWF — Key West, Fla. 378
WKWK — Wheeling, W. Va. 680
WKXL — Concord, N. H. 504
WKXY — Sarasota, Fla. 384
WKY — Oklahoma City, Okla. 579
WKYB — Paducah, Ky. 439
WKYR — Keyser, W. Va. 678
WKYW — Louisville, Ky. 438
WKZO — Kalamazoo, Mich. 471
WLAC — Nashville, Tenn. 627
WLAD — Danbury, Conn. 365
WLAG — La Grange, Ga. 395
WLAK — Lakeland, Fla. 378
WLAM — Lewiston, Me. 448
WLAN — Lancaster, Pa. 596
WLAP — Lexington, Ky. 436
WLAQ — Rome, Ga. 396
WLAR — Athens, Tenn. 621
WLAT — Conway, S. C. 615
WLAU — Laurel, Miss. 484
WLAV — Grand Rapids, Mich. 470
WLAW — Lawrence, Mass. 459
WLAY — Muscle Shoals, Ala. 323
WLBB — Carrollton, Ga. 391
WLBC — Muncie, Ind. 420
WLBE — Leesburg, Fla. 378
WLBG — Laurens, S. C. 618
WLBH — Mattoon, Ill. 411
WLBJ — Bowling Green, Ky. 434
WLBK — De Kalb, Ill. 409
WLBR — Lebanon, Pa. 596
WLBS — Birmingham, Ala. 318
WLBZ — Bangor, Me. 447
WLCK — Campbellsville, Ky. 434
WLCM — Lancaster, S. C. 618
WLCR — Torrington, Conn. 369
WLCS — Baton Rouge, La. 441
WLCX — La Crosse, Wis. 683
WLDS — Jacksonville, Ill. 410
WLDY — Ladysmith, Wis. 683
WLEA — Hornell, N. Y. 521
WLEC — Sandusky, O. 571
WLEE — Richmond, Va. 665
WLET — Toccoa, Ga. 398
WLEU — Erie, Pa. 592
WLEW — Bad Axe, Mich. 464
WLEX — Lexington, Ky. 436
WLIB — New York, N. Y. 529
WLIL — Lenoir City, Tenn. 626
WLIN — Merrill, Wis. 685
WLIO — East Liverpool, O. 568
WLIP — Kenosha, Wis. 683
WLLH — Lowell-Lawrence, Mass. 459
WLNA — Peekskill, N. Y. 536
WLNH — Laconia, N. H. 504
WLOA — Braddock, Pa. 590
WLOE — Leaksville, N. C. 551
WLOF — Orlando, Fla. 382
WLOG — Logan, W. Va. 678
WLOH — Princeton, W. Va. 679
WLOI — La Porte, Ind. 419
WLOK — Lima, O. 569
WLOL — Minneapolis, Minn. 478
WLOS — Asheville, N. C. 545
WLOU — Louisville, Ky. 437
WLOW — Norfolk, Va. 663
WLOX — Biloxi-Gulfport, Miss. 481
WLPM — Suffolk, Va. 668
WLPO — La Salle, Ill. 410
WLRP — New Albany, Ind. 420
WLS — Chicago, Ill. 408
WLSH — Lansford, Pa. 596
WLSI — Pikeville, Ky. 439
WLTC — Gastonia, N. C. 549
WLVA — Lynchburg, Va. 662
WLW — Cincinnati, O. 564
WLYC — Williamsport, Pa. 609
WLYN — Lynn, Mass. 459
WMAJ — State College, Pa. 607
WMAK — Nashville, Tenn. 627
WMAL — Washington, D. C. 371
WMAM — Marinette, Wis. 684
WMAN — Mansfield, O. 570
WMAP — Monroe, N. C. 552
WMAQ — Chicago, Ill. 408
WMAS — Springfield, Mass. 461
WMAY — Springfield, Ill. 414
WMAZ — Macon, Ga. 395
WMBC — Macon, Miss. 484
WMBD — Peoria, Ill. 413
WMBG — Richmond, Va. 665
WMBH — Joplin, Mo. 488
WMBL — Morehead, N. C. 552
WMBM — Miami Beach, Fla. 381
WMBN — Petoskey, Mich. 473
WMBO — Auburn, N. Y. 515
WMBR — Jacksonville, Fla. 376
WMBS — Uniontown, Pa. 608
WMC — Memphis, Tenn. 626
WMCA — New York, N. Y. 527
WMCK — McKeesport, Pa. 599
WMDD — Fajardo, P. R. 697
WMDN — Midland, Mich. 472
WMEV — Marion, Va. 662
WMEX — Boston, Mass. 456
WMFC — Monroeville, Ala. 323
WMFD — Wilmington, N. C. 557
WMFG — Hibbing, Minn. 477
WMFJ — Daytona Beach, Fla. 373
WMFR — High Point, N. C. 551
WMFS — Chattanooga, Tenn. 622
WMGA — Moultrie, Ga. 396
WMGM — New York, N. Y. 527
WMGR — Bainbridge, Ga. 390
WMGW — Meadville, Pa. 599
WMGY — Montgomery, Ala. 323
WMIA — Caguas, P. R. 697
WMID — Atlantic City, N. J. 505
WMIE — Miami, Fla. 380
WMIK — Middleboro, Ky. 438
WMIL — Milwaukee, Wis. 686
WMIN — St. Paul, Minn. 479
WMIQ — Iron Mountain, Mich. 470
WMIS — Natchez, Miss. 485
WMIX — Mt. Vernon, Ill. 412
WMJM — Cordele, Ga. 393
WMLS — Sylacauga, Ala. 325
WMLT — Dublin, Ga. 394
WMMB — Melbourne, Fla. 379
WMMN — Fairmont, W. Va. 677
WMMT — McMinnville, Tenn. 626
WMMW — Meriden, Conn. 367
WMNB — North Adams, Mass. 460
WMNC — Morgantown, N. C. 552
WMNE — Menomonie, Wis. 685
WMOA — Marietta, O. 570
WMOC — Covington, Ga. 393
WMOD — Moundsville, W. Va. 679
WMOG — Brunswick, Ga. 390
WMOH — Hamilton, O. 569

WMOK — Metropolis, Ill. 411
WMON — Montgomery, W. Va. 679
WMOU — Berlin, N. H. 504
WMOX — Meridian, Miss. 484
WMOZ — Mobile, Ala. 323
WMPA — Aberdeen, Miss. 481
WMPM — Smithfield, N. C. 555
WMPS — Memphis, Tenn. 627
WMRA — Myrtle Beach, S. C. 618
WMRC — Greenville, S. C. 617
WMRF — Lewistown, Pa. 597
WMRN — Marion, O. 570
WMRO — Aurora, Ill. 403
WMRP — Flint, Mich. 469
WMRY — New Orleans, La. 445
WMSA — Massena, N. Y. 522
WMSC — Columbia, S. C. 615
WMSL — Decatur, Ala. 319
WMT — Cedar Rapids, Ia. 423
WMTC — Vancleve, Ky. 440
WMTE — Manistee, Mich. 472
WMTR — Morristown, N. J. 507
WMUR — Manchester, N. H. 505
WMUS — Muskegon, Mich. 472
WMUU — Greenville, S. C. 617
WMVA — Martinsville, Va. 663
WMVG — Milledgeville, Ga. 395
WMYR — Ft. Myers, Fla. 375
WNAB — Bridgeport, Conn. 365
WNAC — Boston, Mass. 457
WNAE — Warren, Pa. 608
WNAG — Grenada, Miss. 483
WNAH — Nashville, Tenn. 628
WNAM — Neenah, Menasha, Wis. 686
WNAO — Raleigh, N. C. 553
WNAR — Norristown, Pa. 599
WNAT — Natchez, Miss. 485
WNAV — Annapolis, Md. 450
WNAW — North Adams, Mass. 460
WNAX — Yankton, S. D. 621
WNBC — New York, N. Y. 527
WNBF — Binghamton, N. Y. 515
WNBH — New Bedford, Mass. 459
WNBS — Murray, Ky. 439
WNBZ — Saranac Lake, N. Y. 539
WNCA — Siler City, N. C. 555
WNCC — Barnesboro, Pa. 589
WNDB — Daytona Beach, Fla. 374
WNDR — Syracuse, N. Y. 539
WNEB — Worcester, Mass. 463
WNEL — San Juan, P. R. 700
WNER — Live Oak, Fla. 379
WNEW — New York, N. Y. 531
WNEX — Macon, Ga. 395
WNGO — Mayfield, Ky. 438
WNHC — New Haven, Conn. 368
WNJR — Newark, N. J. 507
WNLC — New London, Conn. 368
WNLK — Norwalk, Conn. 368
WNMP — Evanston, Ill. 409
WNNC — Newton, N. C. 553
WNNT — Warsaw, Va. 668
WNOE — New Orleans, La. 445
WNOK — Columbia, S. C. 615
WNOP — Newport, Ky. 439
WNOR — Norfolk, Va. 663
WNOW — York, Pa. 611
WNOX — Knoxville, Tenn. 625
WNPT — Northport, Ala. 324
WNVA — Norton, Va. 664
WNXT — Portsmouth, O. 570
WOAI — San Antonio, Tex. 651
WOAP — Owosso, Mich. 473
WOAY — Oak Hill, W. Va. 679
WOBS — Jacksonville, Fla. 376
WOBT — Rhinelander, Wis. 688
WOC — Davenport, Iowa 424
WOCB — West Yarmouth, Mass. 461
WOHI — East Liverpool, O. 568
WOHP — Bellefontaine, O. 563
WOHS — Shelby, N. C. 555
WOKW — Sturgeon Bay, Wis. 689
WOKY — Milwaukee, Wis. 686
WOKO — Albany, N. Y. 514
WOKZ — Alton, Ill. 403
WOL — Washington, D. C. 371
WOLF — Syracuse, N. Y. 539
WOLS — Florence, S. C. 615
WOMI — Owensboro, Ky. 439
WOMT — Manitowoc, Wis. 684
WOND — Pleasantville, N. J. 510
WONE — Dayton, O. 568
WONN — Lakeland, Fla. 378
WONS — Hartford, Conn. 367
WONW — Defiance, O. 568
WOOD — Grand Rapids, Mich. 470
WOOF — Donthan, Ala. 320
WOOK — Washington, D. C. 372
WOPA — Oak Park, Ill. 412
WOPI — Bristol, Tenn. 621
WOR — New York, N. Y. 529
WORA — Mayaquez, P. R. 699
WORC — Worcester, Mass. 463
WORD — Spartanburg, S. C. 619
WORK — York, Pa. 611
WORL — Boston, Mass. 457
WORZ — Orlando, Fla. 382
WOSA — Wausau, Wis. 690
WOSC — Fulton, N. Y. 519
WOSH — Oshkosh, Wis. 686
WOTW — Nashua, N. H. 505
WOV — New York, N. Y. 533
WOW — Omaha, Neb. 502
WOWL — Florence, Ala. 320
WOWO — Ft. Wayne, Ind. 418
WOXF — Oxford, N. C. 553
WPAB — Ponce, P. R. 699
WPAC — Patchogue, N. Y. 536
WPAD — Paducah, Ky. 439
WPAG — Ann Arbor, Mich. 464
WPAL — Charleston, S. C. 614
WPAM — Pottsville, Pa. 605
WPAQ — Mt. Airy, N. C. 552
WPAR — Parkersburg, W. Va. 679
WPAT — Paterson, N. J. 509
WPAW — Pawtucket, R. I. 611
WPAX — Thomasville, Ga. 397
WPAY — Portsmouth, O. 570
WPAZ — Pottstown, Pa. 605
WPBB — Jackson, Ala. 322
WPBC — Minneapolis, Minn. 478
WPCF — Panama City, Fla. 382
WPDQ — Jacksonville, Fla. 376
WPDR — Portage, Wis. 686
WPDX — Clarksburg, W. Va. 677
WPEN — Philadelphia, Pa. 604
WPEO — Peoria, Ill. 413
WPEP — Taunton, Mass. 461
WPFB — Middletown, O. 570
WPGW — Portland, Ind. 420
WPGH — Pittsburgh, Pa. 604
WPIC — Sharon, Pa. 607
WPIK — Alexandria, Va. 659
WPIN — St. Petersburg, Fla. 383
WPIT — Pittsburgh, Pa. 605
WPJB — Providence, R. I. 612
WPKE — Pikesville, Ky. 440
WPKY — Princeton, Ky. 440
WPLA — Plant City, Fla. 383
WPLH — Huntington, W. Va. 678
WPLI — Jackson, Tenn. 624

WPMP — Pascagoula, Miss. 485
WPNF — Brevard, N. C. 546
WPNX — Phoenix City, Ala. 324
WPOR — Portland, Me. 449
WPPA — Pottsville, Pa. 605
WPRA — Mayaguez, P. R. 699
WPRC — Lincoln, Ill. 411
WPRE — Prairie Du Chien, Wis. 687
WPRO — Providence, R. I. 612
WPRP — Ponce, P. R. 699
WPRS — Paris, Ill. 412
WPRT — Prestonburg, Ky. 440
WPTF — Raleigh, N. C. 553
WPTR — Albany, N. Y. 514
WPTW — Piqua, Ohio 570
WPUV — Pulaski, Va. 664
WPWA — Chester, Pa. 591
WQAM — Miami, Fla. 380
WQAN — Scranton, Pa. 606
WQBC — Vicksburg, Miss. 485
WQUA — Moline, Ill. 411
WQXI — Atlanta, Ga. 389
WQXR — New York, N. Y. 535
WRAC — Racine, Wis. 687
WRAD — Radford, Va. 664
WRAG — Carrollton, Ala. 319
WRAK — Williamsport, Pa. 609
WRAL — Raleigh, N. C. 553
WRAP — Norfolk, Va. 663
WRAW — Reading, Pa. 605
WRAY — Princeton, Ind. 420
WRBC — Jackson, Miss. 483
WRBL — Columbus, Ga. 393
WRC — Washington, D. C. 372
WRCO — Richland Center, Wis. 688
WRCS — Ahoskie, N. C. 545
WRDB — Reedsburg, Wis. 687
WRDO — Augusta, Me. 447
WRDW — Augusta, Ga. 390
WREB — Holyoke, Mass. 458
WREC — Memphis, Tenn. 627
WREL — Lexington, Va. 662
WREN — Topeka, Kan. 433
WREV — Reidsville, N. C. 554
WREX — Duluth, Minn. 476
WRFC — Athens, Ga. 386
WRFD — Worthington, O. 573
WRFS — Alexander City, Ala. 317
WRFW — Eau Claire, Wis. 682
WRGA — Rome, Ga. 396
WRHC — Jacksonville, Fla. 378
WRHI — Rock Hill, S. C. 619
WRIB — Providence, R. I. 612
WRIC — Richlands, Va. 664
WRIO — Rio Piedras, P. R. 699
WRJM — Newport, R. I. 611
WRJN — Racine, Wis. 687
WRJW — Picayune, Miss. 485
WRKD — Rockland, Me. 450
WRLD — Lanett, Ala., (West Point,Ga.) 322
WRMN — Elgin, Ill. 409
WRNL — Richmond, Va. 665
WRNO — Orangeburg, S. C. 618
WRNY — Rochester, N. Y. 537
WROB — West Point, Miss. 486
WROD — Daytona Beach, Fla. 374
WROK — Rockford, Ill. 413
WROL — Knoxville, Tenn. 625
WROM — Rome, Ga. 396
WRON — Ronceverte, W. Va. 679
WROV — Roanoke, Va. 667
WROW — Albany, N. Y. 514
WROX — Clarksdale, Miss. 481
WROY — Carmi, Ill. 405
WRR — Dallas, Tex. 637
WRRF — Washington, N. C. 556
WRRZ — Clinton, N. C. 547
WRSW — Warsaw, Ind. 422
WRTA — Altoona, Pa. 588
WRUF — Gainesville, Fla. 375
WRUN — Utica-Rome, N. Y. 543
WRVA — Richmond, Va. 666
WRXO — Roxboro, N. C. 554
WSAI — Cincinnati, O. 564
WSAL — Logansport, Ind. 419
WSAM — Saginaw, Mich. 474
WSAN — Allentown, Pa. 588
WSAP — Portsmouth, Va. 664
WSAR — Fall River, Mass. 457
WSAT — Salisbury, N. C. 554
WSAU — Wausau, Wis. 690
WSAV — Savannah, Ga. 397
WSAY — Rochester, N. Y. 537
WSAZ — Huntington, W. Va. 678
WSB — Atlanta, Ga. 389
WSBA — York, Pa. 611
WSBB — New Smyrna Beach, Fla. 381
WSBC — Chicago, Ill. 408
WSBT — South Bend, Ind. 421
WSCR — Scranton, Pa. 606
WSDC — Marine City, Mich. 472
WSDR — Sterling, Ill. 415
WSFA — Montgomery, Ala. 323
WSFC — Somerset, Ky. 440
WSFT — Thomaston, Ga. 397
WSGC — Elberton, Ga. 394
WSGN — Birmingham, Ala. 318
WSGW — Saginaw, Mich. 474
WSHB — Stillwater, Minn. 480
WSIC — Statesville, N. C. 555
WSID — Baltimore, Md. 452
WSIP — Paintsville, Ky. 439
WSIR — Winter Haven, Fla. 385
WSIV — Pekin, Ill. 412
WSIX — Nashville, Tenn. 628
WSJS — Winston-Salem, N. C. 558
WSKB — McComb, Miss. 484
WSKI — Montpelier-Barre, Vt. 658
WSKY — Asheville, N. C. 545
WSLB — Ogdensburg, N. Y. 535
WSLI — Jackson, Miss. 484
WSLS — Roanoke, Va. 667
WSM — Nashville, Tenn. 628
WSMB — New Orleans, La. 445
WSMI — Litchfield, Ill. 411
WSNJ — Bridgeton, N. J. 506
WSNW — Seneca, S. C. 619
WSNY — Schenectady, N. Y. 539
WSOC — Charlotte, N. C. 547
WSOK — Nashville, Tenn. 628
WSON — Henderson, Ky. 436
WSOO — Saulte Ste. Marie, Mich. 474
WSOY — Decatur, Ill. 409
WSPA — Spartanburg, S. C. 619
WSPB — Sarasota, Fla. 384
WSPC — Anniston, Ala. 317
WSPD — Toledo, O. 571
WSPR — Springfield, Mass. 461
WSPT — Stevens Point, Wis. 688
WSRS — Cleveland, O. 566
WSSB — Durham, N. C. 548
WSSO — Starkville, Miss. 485
WSSV — Petersburg, Va. 664
WSTC — Stamford, Conn. 368
WSTP — Salisbury, N. C. 554
WSTR — Sturgis, Mich. 474
WSTV — Steubenville, O. 571
WSUN — St. Petersburg, Fla. 383
WSVA — Harrisonburg, Va. 662
WSVS — Crewe, Va. 661
WSWN — Belle Glade, Fla. 373

WSYB — Rutland, Vt. 658
WSYD — Mt. Airy, N. C. 552
WSYR — Syracuse, N. Y. 541
WTAC — Flint, Mich. 469
WTAD — Quincy, Ill. 413
WTAG — Worcester, Mass. 463
WTAL — Tallahassee, Fla 384
WTAM — Cleveland, O. 566
WTAN — Clearwater, Fla. 373
WTAO — Cambridge, Mass. 457
WTAQ — La Grange, Ill. 410
WTAR — Norfolk, Va. 663
WTAW — College Station, Tex. 635
WTAX — Springfield, Ill. 415
WTBC — Tuscaloosa, Ala. 325
WTBF — Troy, Ala. 325
WTBO — Cumberland, Md. 454
WTCH — Shawano, Wis. 688
WTCJ — Tell City, Ind. 421
WTCM — Traverse City, Mich. 474
WTCN — Minneapolis-St. Paul, Minn. 478
WTCO — Campbellsville, Ky. 435
WTEL — Philadelphia, Pa. 603
WTHI — Terre Haute, Ind. 421
WTHT — Hartford, Conn. 367
WTIC — Hartford, Conn. 367
WTIK — Durham, N. C. 548
WTIL — Mayaguez, P. R. 699
WTIM — Taylorville, Ill. 415
WTIP — Charleston, W. Va. 677
WTIX — New Orleans, La. 445
WTJH — East Point, Ga. 394
WTJS — Jackson, Tenn. 624
WTKM — Hartford, Wis. 682
WTMA — Charleston, S. C. 614
WTMC — Ocala, Fla. 381
WTMJ — Milwaukee, Wis. 686
WTMV — East St. Louis, Ill. 409
WTNC — Thomasville, N. C. 556
WTND — Orangeburg, S. C. 618
WTNJ — Trenton, N. J. 510
WTNS — Coshocton, O. 567
WTNT — Tallahassee, Fla. 384
WTOB — Winston-Salem, N. C. 558
WTOC — Savannah, Ga. 397
WTOD — Toledo, O. 571
WTCK — Meridian, Miss. 485
WTOL — Toledo, O. 572
WTON — Staunton, Va. 667
WTOP — Washington, D. C. 372
WTOR — Torrington, Conn. 369
WTPR — Paris, Tenn. 628
WTPS — New Orleans, La. 445
WTRC — Elkhart, Ind. 416
WTRF — Bellaire, Ohio 562
WTRL — Bradentown, Fla. 373
WTRR — Sanford, Fla. 383
WTRW — Two Rivers, Wis. 689
WTRY — Troy, N. Y. 541
WTSA — Brattleboro, Vt. 658
WTSB — Lumberton, N. C. 552
WTSL — Hanover-Lebanon, N. H. 504
WTSP — St. Petersburg, Fla. 383
WTSV — Claremont, N. H. 504
WTTH — Port Huron, Mich. 473
WTTM — Trenton, N. J. 510
WTTN — Watertown, Wis. 689
WTTS — Bloomington, Ind. 416
WTTT — Coral Gables, Fla. 373
WTUS — Tuskeegee, Ala. 325
WTUX — Wilmington, Del. 370
WTVB — Coldwater, Mich. 466
WTVH — Peoria, Ill. 413
WTVL — Waterville, Me. 450
WTWA — Thomson, Ga. 398
WTWN — St. Johnsbury, Vt. 659
WTXL — Springfield, Mass. 461
WTYC — Rock Hill, S. C. 619
WTYS — Marianna, Fla. 379
WULA — Eufaula, Ala. 320
WUSJ — Lockport, N. Y. 522
WUSN — Charleston, S. C. 614
WUST — Bethesda, Md. 452
WVAM — Altoona, Pa. 589
WVCG — Coral Gables, Fla. 373
WVCH — Chester, Pa. 591
WVEC — Hampton, Va. 662
WVET — Rochester, N. Y. 537
WVIM — Vicksberg, Miss. 486
WVJP — Caguas, P. R. 697
WVJS — Owensboro, Ky. 439
WVKO — Columbus, O. 567
WVLK — Lexington, Ky. 436
WVLN — Olney, Ill. 412
WVMC — Mt. Carmel, Ill. 412
WVMI — Biloxi, Miss. 481
WVNJ — Newark, N. J. 507
WVOK — Birmingham, Ala. 318
WVOM — Boston-Brookline, Mass. 457
WVOP — Vidalia, Ga. 398
WVOS — Liberty, N. Y. 522
WVOT — Wilson, N. C. 557
WVOW — Logan, W. Va. 678
WVPO — Stroudsburg, Pa. 608
WVSC — Somerset, Pa. 607
WVVW — Fairmont, W. Va. 677
WWBZ — Vineland, N. J. 510
WWCA — Gary, Ind. 418
WWCO — Waterbury, Conn. 369
WWDC — Washington, D. C. 372
WWEZ — New Orleans, La. 445
WWGP — Sanford, N. C. 555
WWGS — Tifton, Ga. 398
WWHG — Hornell, N. Y. 521
WWIN — Baltimore, Md. 452
WWJ — Detroit, Mich. 468
WWL — New Orleans, La. 445
WWNC — Asheville, N. C. 545
WWNH — Rochester, N. H. 505
WWNR — Beckley, W. Va. 676
WWNS — Statesboro, Ga. 397
WWNY — Watertown, N. Y. 544
WWOC — Manitowoc, Wis. 684
WWOD — Lynchburg, Va. 662
WWOL — Buffalo, N. Y. 517
WWON — Woonsocket, R. I. 613
WWPA — Williamsport, Pa. 611
WWPB — Miami, Fla. 381
WWPF — Palatka, Fla. 382
WWPG — Palm Beach, Fla. 382
WWRL — Woodside, N. Y. 544
WWSC — Glens Falls, N. Y. 519
WWSO — Springfield, O. 571
WWSR — St. Albans, Vt. 658
WWST — Wooster, O. 573
WWSW — Pittsburgh, Pa. 605
WWVA — Wheeling, W. Va. 680
WWWB — Jasper, Ala. 322
WWWF — Fayette, Ala. 320
WWWR — Russellville, Ala. 324
WWWW — Rio Piedras, P. R. 699
WWYO — Pineville, W. Va. 679
WXAL — Demopolis, Ala. 319
WXGI — Richmond, Va. 666
WXKW — Albany, N. Y. 515
WXLW — Indianapolis, Ind. 419
WXRA — Buffalo, N. Y. 518
WXRF — Guayama, P. R. 697
WXYZ — Detroit, Mich. 468
WYVE — Wytheville, Va. 668
WZIP — Covington, Ky. 435
WZOB — Ft. Payne, Ala. 320

ALABAMA

Pop. April 1, 1953 (Est.) 3,252,000 — Total Housing Units 850,000
Families April 1, 1953 (Est.) 777,000 — Stations in State 78

WAVU
ALBERTVILLE—1948

Frequency: 630 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Sand Mt. Bcstg. Service
Business-Studio Address.....P. O. Box 250
Phone Number 630
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....Pat M. Courington
Commercial Manager.....Bob H. Riseling
Prog. Dir.....Mel Evans
Chief Engineer.....R. W. Hoffman

WRFS
ALEXANDER CITY—1947—KEYSTONE

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By..Piedmont Service Corp.
Business-Studio Address .....Main St.
Phone Number 1050
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NARTB, BAB
President.....James L. Coley
Gen.-Station-Com. Mgr.....Jim Whatley
Dir. of Operations.....Lem Coley
Prog. Dir.....Bob McKinnon
Chief Engineer.....James W. Whatley

WCTA
ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.Andalusia Bcstg. Co., Inc.
Address .....P. O. Box 29
Phone Number 1100
Air Time.....5:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service.....World, KBS
Representative .....Walker
Membership .....NAB
Exec. V.P., Gen. Mgr.....J. Dige Bishop
Chief Engineer.....Joe Thorpe

WHMA
ANNISTON—1938—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Anniston Bcstg. Co., Inc.
Business-Studio Address.....Radio Bldg.
Phone Number 2380
Air Time.....5:45 a.m.-11:05 p.m.
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....BAB
President.....Harry M. Ayers
Gen.-Sta. Mgr.....Malcolm Street
Commercial Mgr.....W. Hall Wray
Program Director.....Rosamond Ponder
Publicity Director.....Dewitt Carmichael
Chief Engineer.....James A. Hudson

WSPC
ANNISTON—1949—MBS

Frequency: 1390 Kc.....Power: 5000 Watts d; 1000 Watts n.
Owned-Operated By Model City Bcstg. Co., Inc.
Business Address.....Jefferson Davis Hotel
Phone 1850-51
Air Time.....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative.....Walker & Dora-Clayton
Pres., Gen., Sta. Mgr.....W. S. Weatherly
Commercial Manager.....John M. Orrison
Program Director.....Rosebud Waldrop
Sales Prom. Mgr.....Sara F. Jackson
Chief Engineer.....Winfred B. Kennedy

WJMW
ATHENS—1948

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By...Athens Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 386
Phone Number 565
News Service .....AP
Pres.-Gen.-Comm. Mgr....Homer F. Dunnavant
Pgm., Prom., News Dir....Robert V. Dunnavant
Chief Engineer.....William G. Mitchell

WATM
ATMORE—1949

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Southland Bcstg. Co.
Address .....Box 205
Phone .....Atmore 50
Air Time .....Sunrise-Sunset
News Service .....UP
President.....John B. McCrary
Vice-Pres. & Chief Engr.....Cyril W. Redbach
General Manager.....Everett M. McCrary

WAUD
AUBURN—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Auburn Bcstg. Co.
Business Address.....Box 350
Phone Number 1240-1
Air Time.....6 a.m.-Midnight
News Service .....AP
Transcription Service .....Associated
Pres., Gen.-Station Mgr.....Elmer G. Salter
Pgm., Prod., Pub. Dir.....Earl Andrews
Chief Engineer.....Ted Bellon

WBCO

BESSEMER—BIRMINGHAM—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....The Bessemer Bcstg. Co., Inc.
Business Address..1720 3rd Ave., N., Bessemer
Phone .....Bessemer 5-5241
Air Time.....6 a.m.-11 p.m.
Transcription Service .....Langworth
Pres., Gen. Mgr.....J. E. Lanier
Prod. Director.....Bruce Payne
Com. Mgr.....Hal Falter
Chief Engineer.....Jack Warden

WAPI

BIRMINGHAM—1922—CBS

Frequency: 1070 Kc.....Power: 10,000 Watts
Owned-Oper. By.....T..elevision Corp.
Address.....701 Protective Life Bldg.
Phone Number.....3-8116
News Service .....UP
Transcription Service.....World
Representative.....Radio Sales (CBS)
Membership.....NARTB, BAB
Chairman of the Board....Edward L. Norton
President-Gen. Mgr.....Thad Holt
Manager of Radio Operations.Lionel F. Baxter
Pro. Dir.....Maury J. Farrell
Chief Engineer.....Norman S. Hurley

WBRC

BIRMINGHAM—1925—NBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Birmingham Bcstg. Co., Inc.
Address.....1727½ 2nd Ave., N.
Phone Number.....4-7741
News Service.....INS, AP
Transcription Service .....Capitol
Representative.....Paul H. Raymer Co.
President.....Eloise S. Hanna
Gen. Manager.....G. P. Hamann
Pgm. Dir.....Bob Tamblyn
Com. Mgr.....H. Callaway

WEDR

BIRMINGHAM—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Magic City Bcstg. Co.
Business Address.....1417 Fourth Ave. N.
Phone Number 40925
Partner.....J. L. Doss
Partner.....Leah L. Doss
Gen. Mgr.....John A. Thompson
Program Director.....Carolyn Mardis
Chief Engineer.....John F. Cram

WILD

BIRMINGHAM—1945—MBS

Frequency: 850 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Pilot Bcstg. Corp.
Address .....Essex House
Phone Number 53-4977
President.....George A. Mattison, Jr.
Gen., Sta., Com.....Don D. Campbell
News Service .....UP
Rep. .....H-R Representatives
Program Director.....Charles White McGehee
Sales Prom. Mgr.....J. B. Roberta
Pub. Dir.....Mary Sue McWilliam
Chief Engineer.....Ray Lowery

WLBS

BIRMINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WLBS, Inc.
Address.....216½ 21st St., N.
Phone Number 54-2541
President.....B. F. J. Timm
Gen. Mgr.....Ed Rayfield
Chief Engineer.....S. H. Strickland

WSGN

BIRMINGHAM—1926—ABS

Frequency: 610 Kc....Power: 5000d.; 1000 n.
Owned-Operated.....Birmingham News Co.
Business Address.....P. O. Box 2553
Phone Number.....4-3434
Newspaper Affiliation.....Birmingham News
News Service.....AP
Transcription Service .....Thesaurus
Air Time.....Full Time
Representative.....John Blair & Co.
Membership .....NARTB, BAB
Managing Director.....Henry P. Johnston
Manager Sta. Operations.....Ray A. Furr
Sales Manager.....Herbert Martin
Prom., Pub. Dir.....James Chenoweth
Chief Engineer.....J. V. Sanderson

WVOK

BIRMINGHAM—1947

Frequency: 690 Kc....Power: 50,000 Watts d.
Owned-Operated By.....Voice of Dixie Inc.
Business Address.....P. O. Box 2468.
Phone Number 6-2924
Air Time .....Daytime
News Service .....UP
Transcription Service.....Capitol
Representative.....Radio Reps., Inc.
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Iralee W. Benns
Com. Sales Prom. Mgr.....William J. Brennan
Chief Engineer.....William J. Brennan

WEBJ

BREWTON—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Brewton Bcstg. Co.
Phone Number.....1000
News Service .....AP
Transcription Service.....SESAC, Capitol
Representative .....Dora-Clayton
Pres., Gen. Mgr.....W. Emmett Brooks
Commercial Manager.....C. E. Land
Program Director.....Bolling Brooks
Chief Engineer.....R. D. Craig

WRAG

CARROLLTON—1951—KBS

Frequency: 590 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Pickens County Bcstg. Co.
Address .....Carrollton
Phone Number 2364
News Service .....UP
Transcription Service .....World
Co-Owners.....Roth E. Hook, W. E. Farrar
Gen., Comm. Mgr.....Wilton H. Beaver
Program Director.....Peggy Lowe
Chief Engineer.....Herb Guthrie

WKLF

CLANTON—1947—KBS

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southeastern Bcstg. Co.
Bus.-Studio Address.....P. O. Box 110
Phone Number 448
News Service.....AP
Transcription Service .....World
Representative.....Thomas F. Clarke
Membership .....BAB
President.....Dr. J. Kelley Robinson
Gen.-Station-Pub. Mgr.....Robert B. Taber
Program Director.....Helen Parrish
Chief Engineer.....Lester Carter

WFMH

CULLMAN—1950

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By....The Voice of Cullman
Address.....206 Second Ave. E.
Phone No. 910
News Service .....AF
Transcription Service..Associated & Thesaurus
Pres., Partner, Gen. Mgr.....B. C. Eddins

WKUL

CULLMAN—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cullman Bcstg. Co.
Bus., Studio, Trans. Address....P. O. Box 211
Phone Number 864
News Service .....UP
Pres., Gen. Mgr.....Hudson C. Millar, Jr.
Program Director.....Ralph Mann
Chief Engineer.....Arthur Bachmann

WHOS

DECATUR—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By..No. Alabama Bcstg. Co.
Business-Studio Address.....212 Jackson St.
Newspaper Affiliation.....Decatur Daily
Phone Number 991-992
Air Time .....Sunrise-Sunset
News Service .....UP
Partners.....Barrett C. Shelton, John J. Jones
Gen., Comm. Mgr.....Louis C. Blizzard
Pgm. Dir.....Bill Williams
Prom. Mgr.....Jim Fouts
Chief Eng.....Alvin Millwood

WMSL

DECATUR—1935—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Tennessee Valley Bcstg. Co.
Address.....703 Bank St.
Phone Number 802-803
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Pres., Gen. Mgr.....Frank Whisenant
Comm., Prom., Pgm. Dir.....Robert E. Gleason
Chief Engineer.....Garlan Sandlin

WXAL

DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Demopolis Bcstg. Co.
Business Address.....P. O. Box 261
Phone Number 400
News Service .....AP
Transcription Service .....Thesaurus
Pres., General Manager.....W. M. Jordan
Commercial Manager.....Henry J. Bley
Pgm. Dir.....A. A. Caldwell
Chief Engineer.....W. M. Jordan

WAGF

DOTHAN—1932—NBC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Dothan Bcstg. Co.
Address.....204½ E. Main Street
Phone Number.....2-9100
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
General Manager.....Julian C. Smith
Comm. Mgr.....Fred C. Moseley
Program Director.....J. Arthur Creamer
Chief Engineer.....John T. Hubbard

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Houston Bcsters.
Business-Studio Address.....107 E. Adams St.
Phone Number.....3-4100
News Service .....UP
Representative .....Cummings, Reiner
Pres., Gen. Mgr.....Jess Swicegood
Prog. Dir.....Earl Hutto
Chief Engineer.....Charles Lawshe

WOOF

DOTHAN—1948—KBS

Frequency: 560 Kc.....Power: 5000 Watts d.
Owned-Operated By....Dowlander Bcstg. Co.
Business-Studio Address.....110 So. Foster
Phone Number 2-5600
News Service .....UP
Transcription Service.....Keystone & SESAC
Representative .....Thomas F. Clark
Membership .....NARTB
President.....R. A. Dowling, Jr.
General Manager.....Agatha Gay
Commercial Manager.....Gus Cotter
Chief Engineer.....Sol Azar

WIRB

ENTERPRISE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Wiregrass Bcstg. Co.
Business Address .....Enterprise
Phone Number 30
News Service .....AP
Transcription Service .....World
Gen. Mgr.....R. E. James
Com. Mgr.....Fred S. Watson
Chief Engineer.....E. E. Vinson

WULA

EUFAULA—1948—MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Ala.-Ga. Bcstrs., Inc.
Business-Studio-Trans. Address....Radio Bldg.
Phone Number 745
Air Time.....5 a.m.-11 p.m.
News Service .....UP
Membership .....NARTB, BAB
Owner.....Edward P. Fussell
Co-Owner.....J. B. Fussell
Station Mgr.....Charles B. Gilmore
Chief Engineer.....Hugh G. Chastain

WWWF

FAYETTE—1949—KBS

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Address .....Jasper
Phone Number 23462
News Service .....UP
President.....W. W. Bankhead
General Manager.....James Reeese
Chief Engineer.....Don Moore

WJOI

FLORENCE—1946—ABC-ABS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Florence Bcstg. Co., Inc.
Address.....850 S. Court St.
Phone Number 2608
Pres., Gen.-Sta. Mgr.....Joe T. Van Sandt
Commercial Manager.....Harry Hearst
Sales Prom. Mgr.....Virginia Grey
Program Director.....Don E. Spry
Publicity Director.....Tom York
Chief Engineer.....Paul Shannon

WOWL

FLORENCE—1945—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Muscle Shoals, Inc.
Bus. Add.....Box 634
Phone Number 42
News Service.....AP
Air Time .....Full Time
Representative...Rambeau and Dora Clayton
Membership .....NARTB
President, Gen. Mgr.....Richard B. Biddle
Asst. Gen. Mgr.....James L. Garrett
Commercial Manager.....Dora M. Biddle
Sales Prom. Mgr.....Ruth Adams
Program Director.....Charles Welch
Publicity Director.....Dick Biddle
Chief Engineer.....Lawrence Rohling

WFPA

FT. PAYNE—1950

Frequency: 1400 Kc.....Power: 250 watts
Owned-Oper. By.....George Gothberg's
Community Bdcstg. Co.
Address.....102 So. Gault Ave.
Phone Number 850
News Service .....AP
Transcription Service .....World
Membership .....NARTB
President .....George Gothberg
Gen. Mgr.....Jerry Carr
Chief Engineer.....Edward Pierce

WZOB

FT. PAYNE—1950

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Glenn M. Gravitt
Address.....P. O. Box 255
Phone Number 1096
News Service .....UP
Transcription Service .....Thesaurus
General Manager.....Glenn M. Gravitt
Comm., Sales Prom. Mgr.....John B. Gravitt
Chief Engr.....Jess R. Moore

WETO

GADSDEN—1950

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Gadsden Radio Co.
Address.....722 S. 12th St.
Phone Number 69201
News Service .....AP
Transcription Service .....Capitol

Representative .....McGillvra
Partner, Gen. Mgr.....Edwin H. Estes
Partner.....Cary L. Graham
Commercial Manager.....Morton Lloyd
Program Director.....Ray Estes
Chief Engineer.....Calvin C. Williamson

WGAD

GADSDEN—1947—ABC—ABS

Frequency: 1350 Kc.
Power: 5000 Watts d., 1000 n.
Owned-Oper. By.....Coosa Bcstg. Co., Inc.
Address .....Philipson Bldg.
Phone Number.....5641, 5642
News Service .....UP
Membership .....NARTB, BAB
Pres., Gen.-Comm., Sales
Prom. Mgr.....Curtis DeLamar
Prog., Pub. Director.....June DeLamar
Chief Engineer.....Halley D. Williams

WGWD

GADSDEN—1928—NBC

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Etowah Bdcstrs., Inc.
Address.....Exchange Hotel Bldg.
Phone Number.....Montgomery 2-5781
News Service .....UP
Representative .....Indie Sales
Membership .....NARTB, BAB
President.....G. W. Covington, Jr.
Gen. Mgr.....Hugh Smith
Chief Engineer.....W. G. Anderson

WJBY

GADSDEN—1928—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Gadsden Bcstg. Co., Inc.
Address.....108 Broad Street
Phone Number 6-3381
News Service .....INS
Representative.....Sears & Ayer
President.....Bascom H. Hopson
Gen., Sta. Mgr., Prog. Dir.....Sterling Brewer
Comm. Mgr.....Frank Aderholdt, Jr.
Chief Engineer.....D. W. Bearden

WGYV

GREENVILLE—1948—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Greenville Bcstg. Corp.
Business Address.....P. O. Box 227
Phone Number 585
Air Time.....6 a.m.-10 p.m.
News Service .....AP
Transcription Service .....World
Gen., Sta., Comm. Mgr.....W. H. Miller, Jr.
Chief Engineer.....Jim Bell

WGSV

GUNTERSVILLE—1950—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By....Guntersville Bcstg. Co.
Address.....P. O. Box 32
Phone Number 4131
News Service .....UP
Transcription Service.....NBC, Thesaurus
Membership .....NARTB
President.....H. E. Moore
Gen., Sta., Comm. Mgr.....Edward Z. Carrell
Program Dir., News Dir.....Ray McClendon
Chief Engineer.....Lavelle Jackson

WJBB

HALEYVILLE—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Haleyville Bcstg. Co.
Address.....P. O. Box 191
Phone Number 389
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Representative .....Indie Sales
President.....W. P. Theelens
Gen. Mgr.....C. H. Quick
Prog., Pub. Dir.....Jack McNutt
Chief Engineer.....Paul Kelly

WERH

HAMILTON—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.Marion County Bcstg. Co.
Phone Number 3481
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Langworth
Station Representative .....McGillvra
Membership .....NARTB
Pres., Gen. Mgr.....Hugh J. Fite
Sta., Comm., Prom. Mgr....Raymond L. Hardin
Chief Engineer.....Chester A. Christensen

WJLD

HOMEWOOD—1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Johnston Bcstg. Co.
Business Address.....Box 5767, Birmingham
Phone No. 54-3466
News Service .....AP
Pres.-Gen. Mgr.....George Johnston, Jr.
Station Manager.....James Connolly
Comm., Sales Manager.....Bill Borthwick
Chief Engineer.....Maurice McKinney

WBHP

HUNTSVILLE—1937—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton H. Pollard
Bus.-Studio Address.....318 W. Clinton,
Phone Number.....313
Air Time.....6 a.m.-11 p.m.
President, Gen. Mgr.....Wilton H. Pollard
Prog. Dir.....Kathryn Moore
Chief Engineer.....James Potter

WFUN

HUNTSVILLE—1946—ABS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Huntsville Bcstg. Co., Inc.
Phone Number 2424
Air Time.....6 a.m.-M.
News Service .....UP
Representative.....Sears & Ayers
General Manager.....J. B. Falt, Jr.
Sta. Mgr., Prog. Dir., Chief Engr..John Garrison

WHBS

HUNTSVILLE—1946—ABC

Frequency: 1550 Kc.....Power: 5,000 Watts
Owned-Oper. By...The Huntsville Times Co.
Phone Number.....2345
Newspaper Affiliation.....Huntsville Times
News Service.....AP
Representative.....Henry E. Cummings, Gill-Keefe-Perna
Membership .....NARTB
President.....Henry P. Johnston
Station Manager.....John F. Neal
Program Director.....William Meek
Chief Engineer.....Victor Bankowski

WPBB

JACKSON—1950—KBS

Frequency: 1290.....Power: 1000 Watts d.
Owned-Operated By.....Jackson Bcstg. Co.
News Service .....AP
Representative .....Indie Sales
Pres., Gen., Comm. Mgr.....T. H. Gaillard, Jr.
Program Director.....Charles Ballas
Sales Prom. Mgr.....Guy R. Hester
Chief Engineer.....John F. B. Yarns

WWWB

JASPER—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Business Studio Address.....Bankhead-Long Building
Phone Number 23461
News Service .....UP
President.....W. W. Bankhead
Gen. Mgr.....James E. Ruse
Com. Mgr.....William C. Edgemon

WRLD

LANETT—1944—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Valley Bcstg., Inc.
Address.....P. O. Box 312, West Point, Ga.
Phone Number 2-2771
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Membership .....NARTB, BAB
President.....J. C. Henderson
General Manager.....C. Jim Murphy
Program Director.....Aileen Love
Chief Engineer.....Jay Lamb

WJAM

MARION—1951

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Neely Bcstg. Co.
Address .....Marion
Phone Number.....7111 or 4881
Transcription Service .....Capitol
Membership .....NARTB
News Service .....AP
General Manager.....L. M. Neely, Jr.
Station Manager.....Erle W. Hanna

WABB

MOBILE—1948—ABC-MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By...Mobile Press Register, Inc.
Business Address.....304 Government St.
Phone Number 3-1551
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World
Representative .....Branham Co.
President.....R. B. Chandler
Executive V.P.....W. J. Hearin, Jr.
Gen. Mgr.....Dewey H. Long
Chief Engineer.....William H. Murphree

WALA

MOBILE—1930—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....Pape Bcstg. Co., Inc.
Bus.-Studio Address.....210 Government St.
Phone Number 3-3756
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
President .....W. O. Pape
Exec. Vice-Pres.....H. K. Martin
General Manager.....W. B. Pape
Local Commercial Manager.....A. Treadway
Program Director.....Al Homan
Chief Engineer.....R. B. Hurley

WKAB

MOBILE—1947

Frequency: 840 Kc.....Power: 1000 Watts d.
Owned-Operated By...Pursley Bcstg. Service
Business-Studio Address.....Box 1308
Phone Number 7-6345
Air Time.....Local sunrise-local sunset
Transcription Service.....SESAC, Langworth
Representative.....Forjoe, Dora Clayton
News Service .....AP
Membership .....NARTB
General Manager.....Louise P. Pursley
Sta. Mgr., Pub. Dir.....R. H. Moore

Com. Mgr.....Herbert Johnson
Sales Prom. Mgr.....Jim Smiht
Program Director.....Mary L. Lemon
Chief Engineer.....Gene Miller

WKRG

MOBILE—1946—CBS

Frequency: 710 Kc.....Power: 1000 Watts
Owned-Operated By.....Giddens & Rester
Bus.-Studio-Trans. Address.....Telegraph Rd.
Phone Number 2-6789
Air Time.....Unlimited
News Service.....AP
Transcription Service .....Lang-Worth
Representative.....Adam J. Young, Jr.
Membership .....BAB
Gen., Station Mgr.....F. E. Busby
Program Dir.....Edward K. Chapman
Publicity Director.....Shirley Rester
Chief Engineer.....F. E. Couey

WMOZ

MOBILE—1952

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....Edwin H. Estes and C. L. Graham
Representative.....John E. Pearson
General Mgr.....Edwin H. Estes

WMFC

MONROEVILLE—1952

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Monroe Bdcstg. Co.
Phone Number 1220
News Service .....AP
Transcription Service .....World
Co-Owners.....William M. Stewart and Jimmy Faulkner
Gen. Mgr.....George T. Shurden

WAPX

MONTGOMERY—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business, Studio Address....116 Catoma St.
Phone Number 3-7589
News Service .....AP
Transcription Service .....Standard
Representative.....Walker Co.
Pres., Gen. Mgr.....Thomas E. Martin
Station, Commercial Manager..Hoke Williford
Sales Promotion Manager.....Frank Dudley
Program Director.....Louelle Thorpe
Publicity Director.....Mary Rutherford Smith
Chief Engineer.....Owen Lehr

WCOV

MONTGOMERY—1939—CBS

Frequency: 1240Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Co.
Business-Studio Address.....Exchange Hotel
Phone Number 2-5781
News Service .....UP
Representative.....O. L. Taylor Co.
Membership .....NARTB
President.....Oscar P. Covington
General Manager.....Hugh M. Smith
Commercial Manager.....Joe Petranka
Sales Prom. Mgr.....O. M. Teate
Program Director.....Walter Spiro
Chief Engineer.....W. D. Weatherly

WJJJ

MONTGOMERY—1948—MBS

Frequency: 1170 Kc...Power: 10,000 Watts d., 1000 n.
Owned-Oper. By.....Southern Bcstg. Co., Inc.
Business-Studio Address..115½ Commerce St.
Transcription Service .....Thesaurus
Representative .....Weed
President.....Joseph G. Mathews
Chief Engineer.....A. Fred Wright

WMGY

MONTGOMERY—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....4 S. Perry St.
Phone 2-5245
News Service .....UP
Representative.....Forjoe & Co.
President.....Dr. S. D. Suggs
Gen.-Comm. Manager.....Thomas W. Sewell
Sales Prom. Mgr.....Hugh Webb
Program Director.....Dot Conway
Chief Engineer.....John D. Lamar

WSFA

MONTGOMERY—1930—NBC

Frequency: 1440 Kc.....Power: 5000 Watts d.: 1000 Watts n.
Owned-Oper. By.Montgomery Bcstg. Co., Inc.
Business Address.....P. O. Box 1031
Phone 8360
News Service.....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Howard E. Pill
Station Mgr.....William W. Hunt
Nat. Sales Mgr.....Lee Gooch
Publicity Director.....Alice Mayfield
Chief Engineer.....Cliff Shelkofsky

WLAY

MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned Oper. By...Muscle Shoals Bcstg. Corp.

Business Address.....P. O. Box 230, Sheffield
News Service.....UP
Representative.....Devney & Co.
President.....Frank M. Farris, Jr.
General Mgr.....W. A. Reeves, Jr.
Program Director.....George Manush
Chief Engineer.....Lynn V. McMoran

WNPT

NORTHPORT—1951

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....W. Alabama Bdcstg. Co.
Address.....P. O. Box 181, Tuscaloosa
Phone Number.....Tuscaloosa 3311
Transcription Service .....Lang-Worth
News Service .....AP
President.....W. P. Thielens
Gen. Mgr.....T. H. Todd
Prog. Dir.....James A. Thomson, Jr.

WCRL

ONEONTA—1952

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By...Blount County Bcstg. Serv.
Phone Number 4871
News Service .....UP
Transcription Service .....Capitol
Gen. Mgr.....E. Glenn Abercrombie
Prog. Dir.....Annette Abercrombie

WJHO

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned Oper. By...Opelika-Auburn Bcstg. Co.
Bus.-Studio-Trans. Address...1400 Auburn Rd.
Phone Number.....712, 713
News Service.....UP
Transcription Service.....Thesaurus, World, SESAC
Representative.....Indie Sales, Inc.
Membership .....NARTB, BAB
Station Manager.....John C. Cooper, Jr.
Commercial Manager.....E. . Turk
Program Director.....Keith E. Barze
Publicity Director.....G. E. Snyder
Chief Engineer.....John E. Smollon
Consulting Engineer.....Claude Gray

WPNX

PHENIX CITY—1952

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Community Bdcstg. Co.
Address.....1900 McCann St.
Phone Number 8-8787
News Service .....AP
President.....Ray M. Greene
Exec. V.P.....Ted Leeper
Com. Mgr. .....Lee Bullis
Chief Engineer.....Col. Julius Vessels

WELR

ROANOKE—1949

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....J. W. Buttram
Address.....801 N. Main St.
Phone 3811
News Service .....UP
Station Representative .....Clayton
Pres., Sta., Comm. Mgr.....J. W. Buttram
Program Director.....Richard Killebrew
Chief Engineer.....Leverne Foster

WWWR

RUSSELLVILLE—1949

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Bankhead Bcstg. Co., Inc.
Address....Bankhead-Long Bldg., Jasper, Ala.
Phone Number 647
News Service .....UP
President.....Walter W. Bankhead
Gen. Mgr.....Hal Kirby
Pgm. Dir., Chief Engineer....James W. Elliott

WCRI

SCOTTSBORO—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pat M. Courington
Address .....Box 394
News Service .....AP
Transcription Service .....World
President.....Pat M. Courington
Gen., Comm. Mgr.....Eaton P. Govan, Jr.
Program Director.....Jo Anne Hale
Chief Engineer.....James G. Wallace

WGWC

SELMA—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Dallas Broadcasters, Mc.
Address.....P. O. Box 686
Phone Number 2746
Air Time.....Full Time
Station Representative.....Hal Holman
Membership .....NARTB
President .....Oscar Covington
Gen. Mgr. & Chief Engr...John F. Townshend
Commercial Manager.....John Frazier
Program Director.....Mrs. J. F. Townshend

WHBB

SELMA—1935—NBC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Selma Bcstg., Inc.
Business Address.....209 Washington St.
Phone Number 1233
President.....B. H. Hopson
Gen., Sta., Comm. Mgr.....Julien Smith, Jr.
Program Director.....Mrs. Douglas Reynolds
Chief Engineer.....W. D. Powers, Jr.

WFEB

SYLACAUGA—1944—MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alabama Bcstg. Co.
Business-Studio Address.....P. O. Box 358
Phone Number 2-3281
News Service .....UP
Air Time.....6 a.m.-11 p.m.
President.....E. E. Forbes, Sr.
Comm., Sta. Mgr.....George W. Carr
Chief Engineer.....Maurice Estes

WMLS

SYLACAUGA—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Marble City Bcstg. Co., Inc.
Business Address.....11½ W. Second St.
Phone Number 2-4354
Air Time .....5:45 a.m.-Sunset
News Service .....AP
Representative .....Indie Sales
Pres., Gen. Manager.....Curtis O. Liles, Jr.
Commercial Manager.....Marion W. McEwen
Prog., Pub. Dir.....Robert M. Duck
Chief Engineer.....William D. Sneed

WHTB

TALLADEGA—1945—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Voice of Talladega, Inc.
Address .....Bemiston Highway
Phone Number 2205
Air Time.....Full Time
News Service.....AP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....R. A. Davidson
Commercial Manager.....Myron T. Snoddy
Program Director.....Elizabeth Jean Holmes
Chief Engineer.....Leon Lloyd

WTBF

TROY—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Troy Bcstg. Corp.
Address .....College Drive
Phone Number.....980-1
News Service.....AP
Transcription Service .....World
Membership .....NARTB
President .....Roy Crow
Gen. Mgr.....Jess Jorden
Commercial Mgr.....Robert Tolbert
Chief Engineer.....Joe W. Gilchrist

WJRD

TUSCALOOSA—1936—NBC

Frequency: 1150 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Mrs. Wilhelmina Doss
Bus.-Studio Address.....2216 Broad St.
Phone Number 4464
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Rambeau
Membership .....NARTB
Owner.....Wilhelmina Q. Doss
Gen., Sta. Mgr.....Gene Tibbett
Comm. Mgr. .....Lehman Mayer
Prog. Dir.....Roy McAllister
Chief Engineer.....Dave Livingston

WTBC

TUSCALOOSA—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Business-Studio Address.....City Hall Bldg.
Phone Number.....5523
Transcription Service .....World
Representative:.....Sears & Ayer
General Manager.....Bert Bank

WTUS

TUSKEEGEE—1952—KBS

Frequency: 580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Tuskeegee, Inc.
News Service .....UP
President.....J. L. Youngblood
Gen. Mgr.....J. A. Bowers

NOW THAT YOU CAN HAVE THE *BEST*, WHY BE SATISFIED WITH *LESS?*

AP

ARIZONA

Pop. April 1, 1953 (Est.) 789,000 — Total Housing Units 243,000
Families April 1, 1953 (Est.) 210,000 — Stations in State 28

KSUN
BISBEE—1933—MBS
ARIZONA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Address .....P. O. Drawer C, Lowell Station
Phone Number.....9
Studio-Transmitter .....Warren Rd.
Transcription Service.....World, SESAC
News Service .....UP
Membership .....BAB
Representative.....Blair & Co.
President.....Carleton W. Morris
Gen., Sta., Comm. Mgr.....Arlo Woolery
Sales Promotion Manager.....Leo Bernard
Program Publicity Director.....Ray Helgesen
Chief Engineer.....John Harris

KCLF
CLIFTON—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Saguaro Bdcstg. Co.
Address .....Box 528
Phone Number 320
News Service .....UP
President .....Chet Darwin
Gen. Mgr.....Pat Goolsby
Chief Engineer.....Verne McKinley

KCKY
COOLIDGE—1948—CBS
ARIZONA NETWORK

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Gila Bcstg. Co., Inc.
Address.....Roosevelt & Main Streets
Phone Number 4451
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....SESAC
Representative.....Forjoe & Co.
President.....Louis F. Long
Station Manager.....Bill Parady
Commercial Manager.....Jim Brookbank
Publicity Director.....Keith Delano
Chief Engineer.....Earl Hickman

KAWT
DOUGLAS—1946—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Carl Morris
Phone Number 173
Transcription Service .....Capitol
Station Representative.....Paul Raymer
Membership .....NAB
President.....Carleton W. Morris
General Manager.....Glenn B. Webber
Program Director.....Ann Huxtable
Chief Engineer.....Sy Winch

KCLS
FLAGSTAFF—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Saunders Bcstg. Co.
Address.....505 N. Beaver St.
Phone Number 946
Owner, Gen. Mgr.....Charles J. Saunders
Chief Engineer.....Charles McNeall

KGPH
FLAGSTAFF—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Address .....Weatherford Hotel
Phone Number .....51 or 65
News Service .....AP
Transcription Service .....Capitol
Representative .....Forjoe
Membership .....NARTB
Pres., Comm., Sales Prom. Mgr...E. C. Phillippi
General, Station Manager.....A. S. Holm
Chief Engineer.....Alan J. Gardiner

KWJB
GLOBE—1938—NBC-ABS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gila Bcstg. Co., Inc.
Address.....P. O. Box 2343
Phone Number.... 41
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
President.....Louis F. Long
General Manager.....Paul Merrill
Station Manager.....Willard Shoecraft
Comm., Sales Prom. Manager.....Eric Manola

KGAN
KINGMAN—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....J. James Glancy
Business Address.....P. O. Box 1208
Phone Number.....Blue 462
News Service .....UP
President.....J. J. Glancy
Chief Engineer.....William Hinkle

KTYL
MESA—1947

Frequency: 1310 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Harkins Bdcstg. Co.
Address.....P. O. Box 885

Phone Number 5737
News Service .....UP
Transcription Service .....Standard
Gen. Mgr.....Dwight Harkins
Commercial Manager.....Lorenzo K. Lisonbee
Program Director.....Jack Harris
Publicity Director.....Dick Gilbert
Chief Engineer.....Ben Smith

KNOG

NOGALES—1948—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Border Bcstg. Co., Inc.
Address .....Nogales
Phone Number 770
News Service .....UP
Transcription Service .....World
Representative .....O'Connell
President .....Robert Marcus
General Manager.....Samuel Marcus
Chief Engineer.....Benny Greenhaw

KOOL

PHOENIX—1947
CBS—RNA

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By....Maricopa Bcsters., Inc.
Business-Studio Address.....Adams Hotel
Phone Number.....Alpine 8-6421
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative.....George P. Hollingbery
Membership .....NARTB
President .....Gene Autry
Gen.-Station Mgr.....Charles H. Garland
Commercial Manager.....William Connelly
Sales Prom. & Asst. Mgr.....Thos. Kelland
Program Director.....Miles Reed
Publicity Director.....Thomas Kelland
Chief Engineer.....Miles L. Sheperd

KIFN

PHOENIX—1949

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Western Bcstg. Co.
Address.....P. O. Box 430
Phone Number 3-6155
News Service .....UP
Transcription Service .....SESAC
Station Representative.....Harlan Oakes
Pres., Gen. Mgr.....Frank P. Redfield
Sta. Mgr., Prog. Dir.....Joe D. Alvarado
Chief Engineer.....Edgar B. Pool

KOY

PHOENIX—1922—MBS, Don Lee

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned-Oper. By.....KOY Bcstg. Co.
Address.....840 N. Central Ave., P. O. Box 2671
Phone Number 4-4144
Air Time.....24 hrs. wk. d.; 17 hrs. Sun.
News Service .....UP
Transcription Service .....World
Representative .....John Blair
Membership .....NARTB, BAB
Pres., Comm. Mgr.....John L. Hogg
Gen.-Station Mgr.....Albert D. Johnson
Prog., Pub. Director.....John R. Williams
Chief Engineer.....Clifford R. Miller

KPHO

PHOENIX—1943—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By
Meredith Engineering Co., Inc.
Business-Studio Address.....631 N. First Ave.
Phone Number 4-7367
News Service .....AP
Transcription Service .....Associated
Representative .....Petry
Membership .....NARTB
President.....E. T. Meredith, Jr.
Commercial Manager.....Charles Schlueter
Program Director.....Francis Murphy
Publicity Director.....Lee Kerry
Chief Engineer.....George L. McClanathan

KRIZ

PHOENIX—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Howard M. Loeb
Address-Trans. Loc.....2345 Buckeye Rd.
Phone Number 4-8436
Air Time .....6:00 a.m.-12 M.
News Service .....UP
Station Representative .....Burn-Smith
Gen., Sta. Manager.....Howard M. Loeb
Comm., Prom. Mgr.....Sheldon Engel
Program, Publicity Director.....Bill Lewis
Chief Engineer.....James E. Groll

KRUX

PHOENIX—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Arizona Inc.
Bus.-Studio Address.....1441 N. First St.
Phone Number.....2-2371
News Service.....UP
Transcription Service .....Associated
Owner, Gen. Mgr.....Allerton Cushman
Station Manager.....Jack C. Goodsell
Sales Manager.....Charles E. Schleuter
Program Director.....Herman Ackerman
Chief Engineer.....Marvin Edwards

KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....KTAR Bcstg. Co.
Business Studio Address...711 Heard Building
Phone Number 4-4161
Air Time.....6 a.m.-M.
News Service .....AP
Trans. Ser.....Thesaurus, Standard, Capitol
Representative.....Paul H. Raymer
Membership .....NARTB
Ch. of Bd.....John J. Louis
Pres., Gen. Mgr.....Richard O. Lewis
Commercial Manager.....E. W. Harvey
Sales Promotion Mgr.....Bob Pollard
Program Director.....Rol Laughner
Chief Engineer.....A. C. Anderson

KYCA

PRESCOTT—1940
NBC-ARIZ. BCSTG.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address.....P. O. Box 1631
Phone Number 244
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Representative.....Paul H. Raymer
Pres., Gen., Sta. Mgr.....Harold Ritter
Program Director.....Hollis Hill
Publicity Director.....Larry Kent
Chief Engineer.....George Eitel

KGLU

SAFFORD—1938—NBC-ABS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.
Business-Studio Address.....520 Main St.
Phone Number 15
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World & Thesaurus
Representative.....Paul H. Raymer
President.....Louis F. Long
General, Station Manager.....Paul Merrill
Pgm., Prod. Dir.....Lester McBride
Comm. Sales Prom. Mgr....Edward E. Furman
Chief Engineer.....Geoffrey A. Lapping

KCNA

TUCSON—1946—ABC

Frequency: 580 Kc.....Power: 5000 W. d.; 500 W. n.
Owned-Operated By.....Catalina Bcstg. Co.
Business-Studio Address.....Box 2348
Phone Number 2-4664
Air Time.....5 a.m.-1 a.m.
News Service .....AP
Representative .....Hollingbery
Membership .....NARTB, BAB
President .....Erskine Caldwell
Gen., Sta. Manager.....Wayne Sanders
Sales Manager.....Harry Chambers
Prog., Pub. Director.....William K. Rider
Chief Engineer.....Tom Epperson

KOPO

TUCSON—1947—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Old Pueblo Bcstg. Co.
Business-Studio Add.....115 W. Drachman St.
Phone Number 4-0431
Air Time.....5 a.m.-1 a.m.
News Service .....AP
Representative .....Forjoe & Co.
Membership .....NARTB, BAB
President.....Harold C. Tourea
General-Station Manager.....E. S. Mittendorf
Commercial Manager.....S. J. Kossack, Jr.
Sales Prom. Mgr.....Paul Plunkett
Prod. Dir.....Cliff Stillinger
Publicity Director.....Jane Abbott
Chief Engineer.....Vernard Cimmioyotti

KTKT

TUCSON—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KTKT
Business-Studio Transmitter Add...500 W. Elm
Phone Number 4-1777
Air Time.....18 hours daily
Transcription Service .....Standard
Owner.....Thomas J. Wallace
Chief Eng., Asst. Mgr...Thomas J. Wallace, Jr.
Program Director.....Dona Brown

KTUC

TUCSON—1929—MBS-ARIZ. NET.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Tucson Bcstg. Co.
Business-Studio Address....900 E. Broadway
Phone Number.....2-3344
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, SESAC, Associated
Representative .....John Blair
Membership .....NARTB, BAB
Pres. & General Manager.....Lee Little
Business Manager.....Mac C. Matheson
Sales Prom. Mgr.....George Bradley
Program Director.....Pete Tufts
Chief Engineer.....Cliff Livingston

KVOA

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By..Arizona Bcstg. Co., Inc.
Business-Studio Address.. ..48 E. Broadway, P. O. Box 2911
Phone Number.....3-2555

Air Time.....4:55 a.m.-M.
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Representative.....Paul H. Raymer
Membership .....NARTB
General Manager.....R. B. Williams
Business Mgr.....Harper M. Phillips
Commercial Mgr.....John C. Underwood, Jr.
Program Director.....Ben L. Slack, Jr.
Chief Engineer.....Ray H. Holsclaw

KVNC

WINSLOW—1952

Frequency: 1010 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Gila Bdcstg. Co.
Address.....P. O. Box 373
News Service.....AP, INS
Transcription Service....Thesaurus, Standard
Representative .....Raymer
President.....L. F. Long
Gen. Mgr.....O. E. Whelan
Chief Engnieer.....Layman Streeter

KSWB

YUMA—1951—LBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Southwestern Bcstg. Co.
Address.....P. O. Box 1430
Phone Number 3-8341
Gen. Mgr.....James F. Cox
Chief Engineer.....Don Peltz

KYMA

YUMA—1950—MBS—ARIZ. NET.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KYMA, Inc.
Address.....P. O. Box 671
Phone 37841
Air Time.....6 a.m.-11 p.m. (7-11 Sun.)
News Service .....UP
Transcription Service .....World
Representative .....John Blair
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....William B. Lindsey
Comm., Sales Prom. Mgr.....Ted Burrell
Prog., Pub. Director.....Bov Vache
Chief Engineer.....Richard J. Smith

KYUM

YUMA—1940—NBC-ABS

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Yuma Bcstg. Co.
Business Address.....1901 E. 1st St.
Phone Number 3-3305
Air Time.....5:30 a.m.-M.
News Service.....AP, UP
Transcription Service...Thesaurus & Standard
Representative.....Paul H. Raymer
Membership .....NARTB
President.....R. N. Campbell
Gen., Sta. Manager.....Ray C. Smucker
Commercial Manager.....Roy L. Jorgensen
Sales Prom. Mgr.....Bob Hansen
Program Director.....Russ Siner
Publicity Director.....Pat Carrick
Chief Engineer.....Leavenworth Wheeler

ARKANSAS

Pop. April 1, 1953 (Est.) 1,963,000 — Total Housing Units 580,000
Families April 1, 1953 (Est.) 522,000 — Stations in State 43

KVRC

ARKADELPHIA—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Arkadelphia Bcstg. Co.
Business-Studio Address.....506 Main St.
Phone Number 789
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Representative.....Hil F. Best
President.....Cecil W. Cupp
Gen., Sta., Comm. Mgr.....J. M. Moore
Pgm., Prod. Pub. Dir.....Bill Deaton
Chief Engineer.....Ray Burns

KBTA

BATESVILLE—1950—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....White River Valley Broadcasters, Inc.
Bus., Studio,Transmitter Address....Glenn St. & Lock & Dam Road, P. O. Box 255
Phone 1112-1113
Air Time...5 a.m.-11 p.m. (7 a.m.-11 p.m. Sun.)
Newspaper Affiliation.Batesville News Review
News Service .....AP
Transcription Service .....Thesaurus
President.....Jared E. Trevathan
Vice Pres.....W. A. West
Sec-y-Treas.....J. F. Higginbottom
Com. Mgr.....Robert R. Blair
Chief Eng.....J. Andrew Wright

KLCN

BLYTHEVILLE—1921

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Harold L. Sudbury
Phone Number 2093
News Service .....AP

Membership ..... NARTB
Station Representative ..... John E. Pearson
Pres., Gen., Comm. Mgr. ..... Harold L. Sudbury
Sales Promotion Manager ..... J. T. Sudbury
Program Director ..... Carl Frame
Chief Engineer ..... Marion Skinner

KAMD

CAMDEN—1946—MBS-KBS
RAZORBACK

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Camden Radio Inc.
Address ..... P. O. Box 5859
Phone Number 6-5091-2
Air Time ..... Full Time
News Service ..... AP
Transcription Service ..... Associated
Membership ..... BAB
President ..... Walter E. Hussman
General Manager ..... Frank O. Myers
Station, Commercial Manager .. Donald Cathey
Sales Prom., Prog. Dir. ..... Callis Carter
Chief Engineer ..... Dorris C. Hunter

KCON

CONWAY—1950—KBS

Owned-Operated By ..... Conway Bcstg. Co.
Frequency: 1230 Kc. ..... Power: 250 Watts
Address ..... 903½ Front St.
Phone Number 189
Air Time ..... 6 a.m.-11 p.m.
Transcription Service ..... SESAC, World
News Service ..... UP
Pres., Gen., Sta. Mgr. ..... James E. Clayton
Sales Promotion Mgr. ..... Charles Buice
Program Director ..... Muriel Cobb
Chief Engineer ..... Herman G. Stermer

KAGH

CROSSETT—1951—NBC-KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Julian Haas
Address ..... 900 Main St.
Phone Number 750
News Service ..... AP
General Manager ..... Julian Haas
Program Director ..... Al Shirley
Chief Engineer ..... Harry Bohm

KDMS

EL DORADO—1950—KBS

Frequency: 1290 Kc. ..... Power: 1,000 Watts d.
Owned-Operated By ..... KDMS, Inc.
Address ..... Randolph Hotel
Phone Number 3-9190
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Devney
Pres., Gen. Mgr. ..... David M. Segal
Station Manager ..... Virgil E. Stone
Program Director ..... Elizabeth P. Perdue
Commercial Manager ..... George S. Lanham
Chief Engineer ..... E. C. Gresham

KELD

EL DORADO—1935—ABC

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By .. Radio Enterprises, Inc.
Business-Studio Address .. Home Finance Bldg.
Phone Number 3-6126
Air Time ..... Full Time
News Service ..... AP
Transcription Service ..... World
Membership ..... NARTB
Pres., Gen., Sta. Mgr. ..... W. N. McKinney
Comm., Sls. Prom. Mgr. ..... J. R. Duerson
Program Director ..... Mrs. D. Pondrom
Chief Engineer ..... John Long

KGRH

FAYETTEVILLE—1946—MBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ... Fayetteville Bcstg. Co., Inc.
Business-Studio Address ..... 922 Leverett St.
Phone Number 2-2322
Air Time ..... 5:30 a.m.-11:30 p.m.
News Service ..... AP
Representative ..... Walker
Membership ..... NARTB
President ..... Hayden McIlroy
Gen.-Sta.-Sls. Prom. Mgr. .... Fred J. Stevenson
Commercial Mgr. ..... Ed. Gideon
Program Director ..... Wallie Ingalls
Chief Engineer ..... Harold Lindsey

KXJK

FORREST CITY—1949—KBS

Frequency: 950 Kc. ..... Power: 1000 Watts
Owned-Operated By ... Forrest City Bcstg. Co., Inc.
Address ... Natl. Bank of East. Arkansas Bldg.
Phone Number 950
Air Time ..... Daytime
News Service ..... AP
Transcription Service ..... World
Pres., Gen. Mgr. ..... William Fogg
Commercial Manager ..... James Pearson
Program Director ..... Lloyd Denny
Publication Director ..... Larry Parker
Chief Engineer ..... Walter Smith

KFPW

FORT SMITH—1930—CBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Tulsa Bcstg. Co.
Business Address ..... 2321 N. Albert Pike Rd.
Phone Number 4105
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Avery-Knodel
Membership ..... NARTB

President.....John T. Griffin
General Manager.....John Esau
Station Manager.....James P. Walker
Commercial Manager.....L. A. Blust
Program Director.....H. Harlan Judkins
Promotion Manager.....George Ketcham
Chief Engineer.....Paul McCaslin

KFSA

FORT SMITH—1947—ABC

Frequency: 950 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Southwestern Pub. Co.
Business-Studio Address.....920 Rogers Ave.
Phone Number 29126
Air Time.....5:30 a.m.-11 p.m.
News Service .....AP
Representative.....John E. Pearson
President.....Donald W. Reynolds
Gen., Sta., Comm. Mgr.....Weldon Stamps
Program Director.....Jerry Winner
Chief Engineer.....Robert W. Platt

KWHN

FT. SMITH—1947—MBS-WESTERN

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By...KWHN Bcstg. Co., Inc.
Business-Studio Add...421-423 Garrison Ave.
Phone Number 8967
Air Time .....Full Time
News Service .....AP
Representative .....Rambeau
Secretary-Treasurer.....H. S. Nakdimen
Sta. Dir., Comm. Mgr.....Parkman R. Feezor
Pgm., Publ. Dir.....Glenn O'Neal
Chief Engineer.....Bruce Dennis

KHOZ

HARRISON—1946—KBS
MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Harrison Bcstg. Corp.
Bus.-Studio Address.....Radio City Addition
Phone Number 1240
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
President .....Roy Milum
Gen., Sta. Mgr.....R. S. Wheeler, Jr.
Comm., Sls. Prom. Mgr.....Mel Lynn
Prog., Prod., Pub. Dir.....Bruce C. Washburn
Chief Engineer.....Fred E. Ward

KFFA

HELENA—1941—KBS—MBS

Frequency: 1360 Kc.....Power: 1,000 Watts
Owned-Operated By.....Helena Bcstg. Co.
Address.....215 York St.
Phone Number 4-2361
News Service .....AP
Transcription Service .....World
Representative.....Continental Radio Sales
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Sam W. Anderson
Comm., Prom. Mgr.....Byron Kearby
Program Director.....Marion Sherrod
Chief Engineer.....Earl Hodges

KXAR

HOPE—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hope Bcstg. Co.
Business Address.....P. O. Box 138
Phone Number 7-3601
News Service .....AP
President.....A. H. Washburn
Gen. Mgr., Chief Engineer.....L. B. Tooley
Program Director.....Carroll A. Wynn

KBHS

HOT SPRINGS—1952

Frequency: 590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Resort Bdcstg. Co., Inc.
Address.....113 Third St.
Phone Number 388
News Service .....UP
Transcription Service .....World
President.....I. A. Cain
Gen. Mgr.....Marvin Hull
Chief Eng.....Clint Norman

KWFC

HOT SPRINGS—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Spa Bcstg. Co., Inc.
Business-Studio Address...819½ Central Ave.
Phone Number 412-3
News Service .....AP
Transcription Service .....Thesaurus
President.....Walter E. Hussman
General, Station Manager.....Patt McDonald
Commercial Manager.....C. J. Dickson
Program Director.....Jack Ridgeway
Sls. Prom. Dir.....Ernest Watson
Publicity Director.....Joyce Cook
Chief Engineer.....Dalton Sanders

KBTM

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Regional Bcstg. Co.
Address.....KBTM Building, Jonesboro
Phone Number 5597-5598
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....Jay P. Beard

KNEA

JONESBORO—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Jonesboro, Inc.
Address .....Hotel Noble
Phone Number 8381
News Service .....UP
Transcription Service .....Associated
Representative.....Gill-Keefe & Perna, Inc.
President.....R. H. Halbert
General, Station Manager.....Dick Crane
Commercial Manager.....Harold Gregson
Program Director.....Neal Bunn
Sales Promotion Manager.....Paul Barnett
Chief Engineer.....Wesley Bell

KARK

LITTLE ROCK—1928—NBC

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By..Arkansas Radio & Equip. Co.
Address.....Radio Ctr., 114 E. Capitol Ave.
Phone Number.....LD 99
Air Time.....Full Time
News Service.....AP, UP
Transcription Service.....World
Representative .....Edwa-d Petry
Membership .....NARTB, BAB
President.....T. H. Barton
General Manager.....T. K. Barton
Sta., Mgr., Prog. Dir.....Douglas J. Ramine
Comm., Sls. Prom. Mgr.....A. C. Dowden
Publicity Director.....Arnold M. Norman
Chief Engineer.....Dan L. Winn

KGHI

LITTLE ROCK—1927—ABC

Frequency: 1250 Kc.....Power: 1,000 Watts a., 500 Watts n.
Owned-Operated By.....KGHI Bcstg. Service
Address.....306 W. 3rd St.
Phone Number 27-9166
Air Time .....Unlimited
Station Representative.George P. Hollingbery
General Manager.....S. C. Vinsonhaler
Commercial Mgr.....Kermit L. Richardson
Program Director.....Barbara Amsler
Chief Engineer.....V. O. Vandusen

KLRA

LITTLE ROCK—1927—CBS

Frequency: 1010 Kc....Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By.....Arkansas Bcstg. Co.
Business-Studio Address.....P. O. Box 550
Phone Number 2-5427-8
Air Time .....Full Time

● As a boy, James Watt noted the power of steam rising from a teakettle's spout and went on to become world-famous as an inventor. The term "Watt" to indicate power derives from his name.

Nobody Yet Ever Tuned In a Watt—

We should know . . . we have 10,000 of them going out every day . . . pushing our signal all over Arkansas.

The folks in Arkansas don't know one watt from another . . . but they do know what station brings them—

—CBS Radio programs
—Johnnie Holmes, Farm Reporter
—The Barnyard Frolic and other top Western entertainers
—Merry-Go-Round and other top-rated DJ shows
—and a host of other programs

They further know what station has the only full-time News Department, with Mark Weaver, Gene Goss and Randy Gover to keep them posted on events.

Local and national advertisers feel the same way about it. They bought more time in 1952 on KLRA than ever before in history!

For the complete KLRA story, ask any O. L. Taylor office

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA
LITTLE ROCK

Newspaper Affiliation.....Arkansas Gazette
News Service.....AP, UP
Transcription Service .....Standard
Representative.....O. L. Taylor Co.
Membership .....NARTB, BAB
President.....J. N. Heiskell
General Manager.....W. V. Hutt
Sls. Prom. Mgr.....Robert Hicks
Prog., Prod. Dir.....Harris Owen
Publicity Director.....Robert Nestlebush
Chief Engineer.....Kermit F. Tracy

KTHS

LITTLE ROCK—1924

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned By..Times Pub. Co., Ltd., Shreveport, La.
Operated By.....Radio Broadcasting, Inc.
Business-Studio Address.....KTHS Bldg.
Phone Number 1160-1
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Branham
Membership .....NARTB, BAB
President.....W. H. Bronson
General Manager.....B. G. Robertson
Program Dir.....Jack Wolever
Chief Engineer.....Cecil L. Suitt

KVLC

LITTLE ROCK—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southwestern Bcstg. Co.
Business-Studio Address...Southern Natl. Insurange Bldg...
Phone Number 5-5321
News Service .....UP
Transcription Service .....Associated
Representative .....McGillvra
President.....R. M. Saxon
General Manager.....Leonard Coe
Comm., Sta. Manager.....Glen H. Robertson
Sales Prom. Mgr.....James A. Gatens
Program Manager.....Frederick H. Schmutz
Publicity Director.....Ted Dobbs
Chief Engineer.....Dale Mahurin

KXLR

LITTLE ROCK—1946
MBS-RAZORBACK

Frequency: 1150 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By.....Ark. Airwaves Co.
Business Address.....217 E. Third St.
Phone Number 2-2155
News Service .....UP
Transcription Service.....RCA, Thesaurus
Representative .....Pearson
Membership .....NARTB
President.....John F. Wells
Gen., Sta. Manager.....Emil J. Pouzar
Comm., Prom. Manager.....Melton Lancaster
Prog., Publ. Director.....Roy Nichols
Chief Engineer.....Earl H. Butler

KVMA

MAGNOLIA—1948—KBS-MBS

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Magnolia Bcstg. Co.
Business-Studio Address..212 N. Jefferson St.
Phone Number 630
News Service .....AP
Transcription Service .....World
President.....Joe F. Rushton
Gen., Sta., Comm. Mgr.....William M. Begley
Chief Engineer.....Ray Wells

KDAS

MALVERN—1951

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Malvern Bcstg. Co.
Address.....Young Insurance Bldg.
Phone Number 1584
Transcription Service .....World
Representative .....Devney
Pres., Gen. Mgr.....David M. Segal
Station Manager.....Robert Choate
Comm. Mgr., Prog. Dir.....Ed Niehay
Chief Engineer.....John R. Williams

KENA

MENA—1950—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....R. B. Bell
Address.....S. Rene St.
Phone 878
Transcription Service .....Standard
News Service .....UP
Representative .....Continental
Owner Manager.....R. B. Bell
Chief Engineer.....O. D. Frederick

KNBY

NEWPORT—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Newport Bcstg. Co.
Business Address .....Newport
Phone Number 749
News Service .....UP
President .....Harold Sudbury
Gen., Sta. Mgr.....Ray Dexter
Commercial Mgr.....Gene Howe
Chief Engineer.....Anson Clark

KOSE

OSCEOLA—1949—KBS

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Osceola Bcstg. Corp.
Business Address.....P. O. Box 311
Phone Number 860

News Service ..... AP
Transcription Service ..... World
Membership ..... NARTB
President ..... H. F. Ohlendorf
General Manager ..... Ted Woods
Commercial Manager ..... Betty G. Woods
Program Director ..... Hobson Daws
Chief Engineer ..... H. M. Jones

KDRS

PARAGOULD—1947—KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Daily Press, Inc.
Business Address ..... Box 491
Phone Number 627
Air Time ..... 6 a.m.-10 p.m.
News Service ..... AP
President ..... Ted Rand
General Manager ..... Doyne F. Bateman
Business Manager ..... T. M. Self
Prog., Publ. Director ..... Russell Schwamb
Chief Engineer ..... Ted Porter

KCLA

PINE BLUFF—1947

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ... Radio Engineering Service
Business-Studio Address ..... 2900 W. 28th St.
Phone Number 1900
Air Time ..... 6 a.m.-11 p.m.
News Service ..... AP
General Mgr. ..... Kenneth Kesterson
Commercial Manager ..... Clyde Martin
Pgm. Dir., Chief Engineer ..... Charles Penix

KOTN

PINE BLUFF—1934—MBS-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ... Universal Bcstg. Corp
Address ..... P. O. Box 957
Phone Number 721
News Service ..... AP
Transcription Service ..... Thesaurus
Pres., Gen. Mgr., Chief Engr. ..... B. J. Parrish
Prom. Mgr. ..... R. W. Etter
Program Director ..... Lois Palmer

KPOC

POCAHONTAS—1950

Frequency: 1420 Kc. ... Power: 1,000 Watts d.
Owned-Operated By ... Pocahontas Radio, Inc.
Address ..... P. O. Box 250
Phone 500
News Service ..... UP
Transcription Service ..... World
Representative ..... Walker
Gen. Mgr. ..... Adrian L. White
Com. Mgr. ..... Hiram Mayo
Prog. Dir. ..... Bill Nicholson
Chief Engineer ..... Ken Kennedy

KXRJ

RUSSELLVILLE—1947—MBS-KBS
RAZORBACK

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Valley Broadcasters, Inc.
Address ..... Russellville
Phone Number 299
News Service ..... AP
Owner, Gen., Sta. Mgr. ..... C. R. Horne
Commercial Manager ..... L. L. Bryan
Sales Prom. Mgr. ..... Don Sammons
Pgm. Dir., Chf. Engr. ..... W. C. McKenney

KWCB

SEARCY—1951

Frequency: 1300 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... White County Bcstg. Co., Inc.
Address ..... P. O. Box 95
Phone Number 1281
News Service ..... AP
Transcription Service ..... SESAC, Thesaurus
Representative ..... Hil F. Best
Membership ..... NARTB
Pres., Gen. Mgr. ..... Carl N. Dodd
Sales Prom. Manager ..... Don P. Jones
Chief Engineer ..... Homer Harris

KUOA

SILOAM SPRINGS—1923—MBS
RAZORBACK

Frequency: 1290 Kc. ..... Power: 5,000 Watts d.
Owned-Operated By ..... KUOA, Inc.
Business-Studio Address ..... Siloam Springs
Phone Number 77
News Service ..... UP
Transcription Service ..... RCA, Thesaurus
Membership ..... NARTB, BAB
President ..... John E. Brown, Sr.
Exec. Vice-Pres. ..... Storm Whaley
Com. Mgr. ..... William George
Program Director ..... Ralph Kennedy
Chief Engineer ..... Cecil E. Smith

(See Page 156)

KBRS

SPRINGDALE—1949—ABC
RAZORBACK

Frequency: 1340 Kc. ... Power: 250 Watts d., n.
Owned-Operated By ..... Southwest Pub. Co.
Address ..... Box 29
Phone Number 2-2011
Air Time ..... 5:30 a.m.-11 p.m.
News Service ..... AP
Representative ..... Pearson
President ..... Donald W. Reynolds
Gen. Mgr. ..... Roy G. Bowman
Prog. Dir., Chf. Anncr. ..... Jerry Bidle
Chief Engineer ..... R. L. Stocklos

THE TALE OF TOPS IN RADIO in

ARKANSAS CALIFORNIA OKLAHOMA

KGER

LONG BEACH

LONG BEACH Ranks . . .

40th in Population

30th in Home Furnishing Sales

37th in Automotive Store Sales

35th in Drug Store Sales

39th in Total Retail Sales

TOPS . . .
In Power
*Long Beach's
Most Powerful Station

TOPS . . .
In Listeners
*Most Listened to
Long Beach
Station

KUOA

SILOAM SPRINGS

POPULATION	240,000
FAMILIES	70,000
RADIO FAMILIES	60,000
RETAIL SALES	$145,000,000
FARM INCOME	$90,000,000

KOME

TULSA

POPULATION	810,000
FAMILIES	250,000
RADIO FAMILIES	225,000
RETAIL SALES	$750,000,000
SALES PER HOUSEHOLD	$3,000.00

In Coverage
*Northwest Arkansas'
Most Powerful Station

In Popularity
*Celebrating 30 Years
on the Air

In Power
*Oklahoma's Most
Powerful
Independent Station

In Sports
*Tulsa Oilers
Oklahoma Sooners
University of Tulsa
Basketball

5000 WATTS EACH

Greater Coverage of Three Great Markets

THE STATIONS OF THE AMERICAN HOME

On the Pacific Coast the PLUS is DON LEE

The Don Lee Radio Network is the only Pacific Coast advertising medium that gives effective advertising coverage of all the metropolitan areas PLUS localized penetration of the many widely-separated "outside" markets!

Low uniform day-and-night rates also make Don Lee the Coast's most economical buy — more homes delivered for each dollar invested!

Your Don Lee or Blair man has convincing proof of both these statements. Ask for it before you earmark another dollar to produce Pacific Coast sales — and be sure you get the Pacific Coast's PLUS value!

Represented Nationally by John Blair & Company

The Nation's Greatest Regional Network

Mutual DON LEE BROADCASTING SYSTEM

1313 North Vine Street Hollywood 28, California

KWAK
STUTTGART—1948
MBS—KBS—RAZORBACK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Stuttgart Bcstg. Corp.
Business Address .....Stuttgart
Phone Number 23711
Air Time.....Full Time
News Service .....UP
Transcription Service.....Standard, World
President .....Beloit Taylor
Gen.-Station Manager.....Melvin P. Spann
Commercial Mgr.....Norman Biddulph
Program Dir.....June Spann
Chief Engineer.....Newbery
Consulting Engineer.....John Mullaney

KOSY
TEXARKANA—1951—MBS

Frequency: 790 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Gateway Bcstg. Co.
Address.....P. O. Box 1318
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Partners.....Dr. W. Decker Smith, Joe Davis
General Manager.....Tom E. Dillahunty
Commercial Manager.....Herman Cecil
Program Director.....Peter C. Tripp
Chief Engineer.....Chas. Mathis

KRLW
WALNUT RIDGE—1951

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southern Baptist College
Address .....Walnut Ridge
Phone Number 980
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Best
President.....Dr. H. E. Williams
Program Director.....Bill Thornton
Chief Engineer.....Leonard Ringle

KWEM
WEST MEMPHIS—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KWEM Inc.
Business-Studio Address.....229 Broadway
Phone Number 463
News Service .....UP
President.....William H. Keller
Com. Mgr.....Spencer Bedsole
Chief Engineer.....Ed Beck

CALIFORNIA

Pop. April 1, 1953 (Est.) 11,330,000 — Total Housing Units 3,627,000
Families April 1, 1953 (Est.) 3,525,000 — Stations in State 141

KCNO
ALTURAS—1951

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....CONR Inc.
Address.....P. O. Box 207
Phone Number 2531
News Service .....UP
Transcription Service.....Standard, Capitol, SESAC
Representative .....Forjoe
Membership .....NARTB
President.....Rowland H. Dow
Comm., Prom. Mgr.....Philip N. Good
Chief Engineer.....Wayne Powers

KDIA
AUBURN—1949—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Diamond H. Ranch Bcstrs.
Business Address.....P. O. Box 992
Phone 1078
Air Time.....Full Time
Representative .....William Hyers
Pres., Gen. Mgr., Chief Engr.....Charles E. Halstead, Jr.

KBIG
AVALON—1952

Frequency: 740 Kc.....Power: 10,000 Watts
Owned-Operated By.....John Poole Bcstg. Co.
Address.....6540 Sunset Blvd.
Phone Number .....HE 3205
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Representative.....Robert Meeker Associates
Membership .....NARTB
Pres., Gen., Sta. Mgr., Chf. Engr....John Poole
Comm., Prom. Mgr.....Robert J. McAndrews
Operations Manager.....Cliff Gill
Program Director.....Alan Lisser

KAFY
BAKERSFIELD—1946—MBS-DON LEE

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By....Bakersfield Bcstg. Co.
Business-Studio Address....2013 Chester Ave.
Phone Number 4-6421
News Service .....UP
Transcription Service .....Capitol
Representative.....W. S. Grant

Membership .....NARTB, BMB
President.....George B. Crome
General Manager.....Sheldon Anderson
Sta., Com. Mgr.....Naum Healy
Sales Prom. Mgr.....Helen Smythe
Pgm., Pub. Dir.....Jim McBride
Chief Engineer.....Ted Froming

KBIS

BAKERSFIELD—1950

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.....Marmat Bcstg. Co.
Studio Address.....957 Oak St.
Phone 4-6093
Air Time.....Full Time
Transcription Service .....Associated SESAC
News Service .....AP
Representative .....Oakes
Membership .....NARTB, BAB
Pres., Mgr.....Hal Brown
Com., Sales Prom. Mgr.....Franklin H. Wilbur
Pgr., Pub. Dir.....Bob Elias
Chief Engineer.....James L. Mattly

KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...McClatchy Bdcstg. Co.
Business-Studio Address..Elk's Club Building
Phone Number 8-8431
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President .....Eleanor McClatchy
Station Manager.....Walter Baziuk
Technician .....Luverne Shatto

KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Kern County Bcstrs., Inc.
Business-Studio Address....1420 Truxton Ave.
Phone Number 44548
News Service .....UP
Air Time.....Full Time
Transcription Service .....World
Representative .....Avery Knodel
Membership .....NARTB, BAB
Pres., Gen. Mgr., Chief Engineer
Gene De Young
Commercial Manager.....Ed Urner
Program Director.....Kenneth Croes
Publicity Director.....Rod O'Hara

KPMC

BAKERSFIELD—1934—ABC

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Address.....307 E. 21st St.
Phone Number 8-8157
News Service .....UP
Transcription Service .....Thesaurus
Station Representative..George P. Hollingbery
President.....F. G. R. Schamblin
General Manager.....L. A. Schamblin
Pgm., Dir. Comm. Mgr.....C. C. Sturm
Prom. Mgr., News Director.....P. R. Biermann
Chief Engineer.....L. P. Jarvis

KWTC

BARSTOW—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Mojave Valley Bcstg. Co.
Business Address.....Box 697
Phone Number 4001
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Donald Cooke
President.....W. T. Brown
Sta., Com. Mgr.....Harry S. White
Program Director.....Jim Harvey
Chief Engineer .....Don Hetzel

KRE

BERKELEY—1923

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Central Calif. Bcstrs., Inc
Address-Trans.....601 Ashby Avenue
Phone Number.....Ashberry 3-7715
Air Time.....6 a.m.-12M.
News Service .....AP
Membership .....NARTB, BAB
Transcription Service .....Standard
Pres., Gen. Sta. Mgr.....Arthur Westlund
Comm., Prom. Mgr.....Don Hambly
Program Director.....Les Avery

KYOR

BLYTHE—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated.....Bcstg. Corp. of America
Business-Studio Address .....Riverside
Phone Number 2231
President.....W. L. Gleeson

KROP

BRAWLEY—1946—ABC

Frequency: 1300 Kc.....100Watts d., 250 n.
Owned-Oper. By.....Bcstg. Corp. of America
Address.....Del Rio Country Club
Phone Number 1300
Representative.....John E. Pearson Co.
General Manager.....Fred Carr
Station Manager.....John Chandler
Program Director.....Lynn C. Thomas
Chief Engineer.....Drew Walker

KBLA

BURBANK—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Bdcstrs. of Burbank
Address.....11516 Oxnard St.
Phone Number.....Sunset 2-1195
News Service .....UP
Transcription Service .....Lang-Worth
President.....Gordon A. Rogers
Gen. Mgr.....Robert S. Marshall
Chief Eng.....Robert Skiles

KICO

CALEXICO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles R. Love
Business Address.....P. O. Box 786
Phone Number 918
News Service .....AP
President.....Charles R. Love
General Mgr.....W. A. Geddes
Comm. Mgr.....Don Gillette
Chief Engineer.....James Cain

KHSL

CHICO—1935—MBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated....Golden Empire Bcstg. Co.
Address .....336 Broadway
Phone Number 237-8
News Service .....UP
Representative.....W. S. Grant
Membership .....NARTB
Pres., Gen. Mgr.....Mickey McClung
Station Manager.....M. F. Woodling
Commercial Manager.....J. A. Pero
Program Director.....Ed Parker
Chief Engineer.....Russell B. Pope

KXOC

CHICO—1949—CBS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....KXOC, Inc.
Address-Trans. .....Radio Lane
Phone Number 1013
Air Time.....Full Time
News Service .....UP
Transcription Service .....Standard
Representative .....Pearson, Western
Membership .....BAB
President .....Lincoln Dellar
Gen., Sta., Comm. Mgr.....Donald J. Quinn
Prog., Prod., Pub. Dir.....Neil McIntyre
Chief Engineer.....E. W. Berger

KBMX

COALINGA—1950—KBS

Frequency: 1470 Kc.....Power: 500 d.
Owned-Oper. By....Pleasant Valley Radio Co.
Address .....Box 715
Phone 136
Transcription Service .....SESAC
News Service .....UP
President.....Benjamin M. Bowman
Gen., Sta., Comm. Mgr.....Rea B. Bowman

KBUC

CORONA—1948

Frequency: 1370 Kc.....Power: 1000 Watts
Owned.....Radio Broadcasting, Inc.
Business Address.....Box 368
Phone Number 1370-1-2
Air Time.....Full Time
News Service .....UP
Membership .....NARTB, BAB
Representative .....McGillvra
Pres., Gen. Mgr.....Elmer J. Bucknum
Sta., Comm. Mgr.....Mary Bucknum
Prom. Mgr., Publ. Dir.....Chuck Ferguson
Program Director.....Cliff Miller
Chief Engineer.....George Farmer

KCRE

CRESCENT CITY—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Del Norte Bcstg. Co.
Address .....Box 248
Phone Number 3061
News Service .....AP
Transcription Service.....Standard, SESAC
Pres., Gen. Mgr.....Robert E. Grey
Business Mgr.....Peggy Burke

KCHJ

DELANO—1951

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Charles Herman Johnes
Address.....P. O. Box 262
Phone 8676
Transcription Service .....SESAC
News Service .....UP
Pres., Gen. Mgr., Chief Eng..Charle H. Johnes
Program Director.....Jean J. Johnes

KRDU

DINUBA—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Dinuba Co.
Business-Studio Address.....110 N. L. St.
Phone Number 500
News Service .....AP
Pres., Gen., Sta. Mgr.....Egon A. Hafer
Program Director.....Harold Sparks
Chief Announcer.....Jim Bailey
Chief Engineer.....Russ Friend

KXO

EL CENTRO—1927—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Valradio Inc.
Business Address.....South 4th Street
Phone Number 1100
Air Time.....Full Time
News Service .....UP
Newspaper Affiliation..Imperial Valley Pub. Co., Brawley News Pub. Co., Indio Date Palm
Transcription Service.....Capitol, Standard, SESAC
Representative.....Paul H. Raymer
Membership .....NARTB
President.....Paul A. Jenkins
Gen., Sta. Mgr., Pub. Dir...Richard T. Sampson
Commercial Manager.....Belle Hovey
Prom. Mgr.....Marc Hanan
Program Director.....Robert Weaver
Chief Engineer.....Norm Germani

KHUM

EUREKA—1947—ABC-CBS

Frequency: 1240 Kc...Power: 250 Watts d., 250 Watts n.
Owned-Oper. By.....Carroll R. Hauser
Address .....Vance Hotel
Phone Number.....Hillside 2-5744
Air Time.....6 a.m.-12M.
News Service .....AP
Transcription Service .....Capitol
Representative.....Pearson, Western Radio, Tracy Moore
Pres., Gen., Sta. Mgr.....Carroll R. Hauser
Commercial Mgr.....Frank M. Smith
Program Director.....Verne Emmerson

KIEM

EUREKA—1933—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned Opr. By....Redwood Bdcstg. Co., Inc.
Address.....Radio Center, E. Sixth St.
Phone Number 3-1621
News Service .....UP
Representative .....John Blair
Membership .....NARTB, BAB
President, Manager.....Wm. B. Smullin
Commercial Manager.....Don Telford
Sales Promotion Manager.....Robert Stach
Program Director.....Paul Corbin
Chief Engineer.....King Larry

KDAC

FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Mendocino Bcstg. Co.
Address .....Box 616
Phone Number 5671
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Representative .....Forjoe
Owner .....Edward Mertle
Gen. Mgr., Chief Eng.....Craig N. Smith

KARM

FRESNO—1938—ABC

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By .....KARM
Business-Studio Address..1333 Van Ness Ave.
Phone Number 4-2966
News Service.....AP, INS
Transcription Service .....Standard
Representative.....Edward Petry
Membership .....NARTB
President .....Hattie Harm
General-Station Manager....Clyde F. Coombs
Program Director.....Ed Ropolo
Chief Engineer.....Elbert Dean

KFRE

FRESNO—1937—CBS

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Calif. Inland Bcstg. Co.
Business-Studio Address..T. W. Patterson Bldg.
Phone Number 4-5001
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Owner.....Paul R. Bartlett
Asst. Mgr., Chief Engr.....Keith L. Mealey
Sales Manager.....Frank D. Woody
Director of Sls. Svce.....Harry H. Buram
Program Director.....Ed J. Frech

KGST

FRESNO—1949

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By...Delle Broadcasting Co.
Address .....Farmer's Market
Phone Number.....6-6526 and 4-5459
Air Time.....6 a.m.-Sunset
News Service .....UP
Station Representative.....Forjoe & Co.
Membership .....NARTB
Commercial Manager.....Morris Mindel
Program Dir.....Jeanne Backer

KMJ

FRESNO—1925—NBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....McClatchy Bcstg. Co.
Business-Studio Address..1515 Van Ness Ave.
Phone Number 3-6277

Air Time.....Full Time
News Service.....AP, UP
Newspaper Affiliation .....McClatchy
Transcription Service .....Associated
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President .....Eleanor McClatchy
Station Manager.....William J. Sanford
Commercial Manager.....Coyle Chambers
Program Manager.....Joe Tomes
Sales Prom., Pub. Dir.....Ramsey Elliott
Chief Engineer.....William N. Wallace

KYNO

FRESNO—1947—MBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio KYNO, The Voice of Fresno
Address .....Hotel Fresno
Phone Number 2-4163
Air Time.....5 a.m.-12M.
News Service .....UP
Representative .....Hollingbery
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
President .....Robert Schuler
General, Sta. Manager.....L. E. Chenault
Commercial Manager.....Leslie Daggett
Program Director.....Leo Goldman
Chief Engineer.....Bert Williamson

KIEV

GLENDALE—1932

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Operated By.....Cannon System, Ltd.
Address.....102 N. Glendale Ave.
Phone Number.....Citrus 1-1133
News Service .....UP
President.....David H. Cannon
General Mgr.....Cal Cannon
Chief Engineer.....Charles N. Whitten, Jr.

KNGS

HANFORD—1948

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....Hanford Sentinel & Journal
Business Address.....P. O. Box 620
Phone Number 620
Air Time.....5 a.m.-M.
Newspaper Affiliation.....Hanford Sentinel, Hanford Journal
News Service .....INS, UP
Transcription Service .....Standard
Representative .....O'Connell
Gen. Mgr., Chief Engr.....Don C. Reeves
Commercial Manager.....John Haslam
Program Director.....Lloyd Chappel

AP SELLS

For Stations and Sponsors —

For instance . . . KLX

"AP news is a top factor in making KLX the most listened-to independent in America's No. 7 market."

GLENN S. SHAW,
Manager,
KLX, Oakland, Calif.

In Los Angeles,
Pick the Radio Station that
Local Advertisers Pick

KFWB

980 ON THE DIAL
5,000 WATTS DAY and NIGHT

KFWB disc jockeys are primarily salesmen with large, loyal and faithful audiences, who will give your sales message sincerity and conviction.

In this center of the motion picture, radio, television and phonograph recording industries, there is a steady stream of celebrity guests to the KFWB microphones to enhance the music programs that have built large and steady listening audiences.

Ask the Branham man in your city for all the details.

KFWB

Leader for 28 Years in Southern California

HARRY MAIZLISH — President

KFWB
HOLLYWOOD—1926

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By...KFWB Broadcasting Corp.
Business-Studio Add....6419 Hollywood Blvd.
Phone Number.....HE 5151
Air Time .....Unlimited
News Service.....UP, INS
Station Representative .....Branham
Pres., Gen., Sta. Mgr.....Harry Maizlish
Commercial Manager.....Sydney Gaynor
Business Manager.....Donn P. Davis
Prog., Prod. Dir.....Dan Russell
Publicity Director.....Red Doff
Prom. Advtg. Dir.....Sydney Yallen
Chief Engineer.....Harry Myers

KGFJ
HOLLYWOOD—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ben S. McGlashan
Business-Studio Address....6314 Sunset Blvd.
Phone Number.....Hillside 0201
News Service.....UP
Transcription Service .....Associated
Owner.....Ben S. McGlashan
General Manager.....Thelma Kirchner
Chief Engineer.....Homer Obuchon

KLAC
HOLLYWOOD—1946

Frequency: 570 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....KMTR Radio Corp.
Address.....1000 Cahuenga Blvd.
Phone Number.....HUdson 2-7311
News Service.....INS, UP
Representative.....Adam J. Young, Jr.
Membership .....BAB
President.....M. W. Hall
Exec. V.P. & Sta., Gen. Mgr....Don Fedderson
Commercial Manager.....Dave Lundy
Program Director.....Charles Craig
Publicity Director.....Leo Guild
Dir. of Engr.....R. W. Conner

KREO
INDIO—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Bcstg. Corp. of America
Address .....Riverside
Phone Number 6290
Air Time.....17 hrs.
Representative .....Scott, Young
Membership .....NARTB
President.....William L. Gleeson

KAVL
LANCASTER—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Antelope Bcstg. Co.
Address.....P. O. Box 1192
Phone 1000
Air Time.....Full Time
Transcription Service.....World, SESAC
News Service .....UP
Pres., Gen. Mgr.....W. B. Carter
Sta., Comm. Mgr.....H. L. Comstock
Program Manager.....James Turner
Chief Engineer.....James French

KCVR
LODI—1946—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Valley Radio
Business Address.....P. O. Box 600
Phone Number.....Lodi 8-0628
News Service .....UP
Transcription Service .....Standard
Gen., Sta., Comm., Sales Prom. Mgr.
Herbert W. Brown
Program Director.....Marlene Faszer
Chief Engineer.....George Sampson

KFOX
LONG BEACH—1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By..Nichols & Warinner, Inc.
Address.....220 E. Anaheim Street
Phone Number.....Long Beach 672-81
News Service .....UP
Transcription Service.....Lang-Worth, World
Representative .....Burn-Smith
Pres., Gen. Mgr., Pgm. Dir.....Hal G. Nichols
Promotion Manager.....Robert Lamb
Comm. Mgr., Chief Engr.....L. W. McDowell

KGER
LONG BEACH—1926

Frequency: 1390 Kc.....Power: 5,000 Watts
Owned By...John Brown Schools of Calif., Inc.
Business-Studio Address.....3745 Atlantic
Phone Number 40-7907
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Gill-Keefe-Perna
Membership .....NARTB
President.....Dr. John E. Brown
General Manager.....Storm Whatley
Sta., Comm. Mgr., Pgrm. Dir.
Clinton H. Fowler
Chief Engineer.....Luther Crumbaugh

KECA

LOS ANGELES—1929

Frequency: 790 Kc.....Power: 5000 Watts d., 5000 Watts n.
Owned-Oper. By....American Bcstg. Co., Inc.
Address..1539 N. Vine St., Hollywood 28, Cal.
Phone Number.....HUdson 2-3141
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Lang-Worth
Representative .....Edward Petry
President.....Robert E. Kintner
Gen., Comm. Mgr.....Amos T. Baron
Sales Manager.....Matthew E. Barr
Sales Prom. Mgr.....Merwyn Travis
Publicity Director.....Virginia West
Program Director.....Dresser Dahlstead
Chief Engineer.....R. G. Denechaud

KFAC

LOS ANGELES—1931

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Los Angeles Bcstg. Co., Inc.
Business-Studio Address.645 S. Mariposa Ave.
Phone Number.....Dunkirk 4-1231
Air Time.....Full Time
News Service .....AP
Transcription Service.....Associated
Representative .....Bolling
Membership .....NARTB, BMB
Pres.-Gen.-Sta. Mgr.....Calvin J. Smith
Program Director.....Howard Rhines
Publicity Director.....Tom Dixon

KFI

LOS ANGELES—1922—NBC

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By..Earle C. Anthony, Inc.
Business-Studio Address..141 N. Vermont Ave.
Phone Number.....Dunkirk 2-2121
News Service.....AP, UP
Transcription Service.....Capitol, World
Representative.....Henry I. Christal
Membership .....NARTB
Pres., Gen. Mgr.....Earle C. Anthony
Sales Prom. Mgr.....Ronnie Manders
Commercial Manager.....Charles E. Hamilton
Program Director.....Pat Kelly
Publicity Director.....Mort Cook
Co-Chief Engineers.....H. L. Blatterman, Curtis W. Mason

KFVD

LOS ANGELES—1925

Frequency: 1020 Kc.....Power: 5,000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business-Studio Add.....338 S. Western Ave.
Phone Number.....Dunkirk 8-2345
Air Time .....Daytime
News Service.....AP, UP
Representative .....McGillvra
Membership .....BAB
Pres., Gen. Mgr.....Frank Burke, Jr.
Comm., Sta. Manager.....Vern Lindblade
Pgm., Pub. Dir.....Carl Brewster
Chief Engineer.....Leonard Reeves

KHJ

LOS ANGELES—1922
MBS-DON LEE

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Oper. By.....General Teleradio, Inc.
Address.....1313 N. Vine St., Hollywood
Phone Number.....HUdson 2-2133
Air Time.....6 a.m.-M.
News Service.....AP, UP
Representative .....John Blair
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Willet H. Brown
Exec. Vice-Pres.....Ward D. Ingrim
Vice Pres., Sales.....Norman Boggs
Sales Prom. Mgr.....H. H. Sonnenburg
Program Director.....A. J. LaFrano
Publicity Director.....Bud Coulson
Chief Engineer.....Robert Arne

YOU AREN'T REACHING
LOS ANGELES' MAJOR
Negro Audience
unless you're buying
Hunter Hancock's
"HARLEMATINEE"

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Check
KFVD
LOS ANGELES
Represented by
Joseph Hershey McGillvra, Inc.

KMPC

LOS ANGELES—1927

Frequency: 710 Kc....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Oper. By.....KMPC—Station of the Stars, Inc.
Address.....5939 Sunset Boulevard
Phone Number.....HOllywood 9-5341
Air Time.....5:00 a.m.-M.
News Service .....INS, UP
Representative .....H-R Representatives
Membership .....BAB
President .....John Patt
Gen. Mgr. & V.P.....Robert O. Reynolds
V.P. & Asst. Gen. Mgr.....Loyd C. Sigmon
Nat. Sales Mgr.....Charles Cowling
V.P. in Chg. of Bcsts.....Mark Haas
Dir. of Pub. Affairs.....John Baird
Chief Engineer.....L. C. Sigmon

KNX

LOS ANGELES—1924—CBS (RADIO) COLUMBIA PACIFIC

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
Business-Studio Address....6121 Sunset Blvd.
Phone Number.....HOllywood 9-1212
Air Time.....5:25 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Radio Spot Sales, CBS
Membership .....BAB
General Manager.....William D. Shaw
Sales Manager.....Edwin W. Buckalew
Sales Prom. Mgr.....Sherril W. Taylor
Program Director.....Robert Sutton
Publicity Director.....Lloyd Brownfield
Chief Engineer.....Les Bowman

KPOL

LOS ANGELES—1952

Frequency: 1540 Kc.....Power: 5000 Watts
Owned-Oper. By....Coast Radio Bdcstg. Corp.
Address.....5087 Huntington Dr.
Phone Number.....Capitol 1-6101
News Service .....AP
Transcription Service .....SESAC
Membership .....NARTB
President.....Hugh R. Murchison
Gen. Mgr.....Forrest P. Wallace
Com. Mgr.....Charles T. Hughes
Chief Engineer.....Floyd Hall

KRKD

LOS ANGELES—1927

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Radio Bctrs., Inc.
Business-Studio Address....541 So. Spring St.
Phone Number.....TUcker 7111
News Service.....AP, INS
Transcription Service.....World, SESAC
Membership .....NARTB
President.....Frank P. Doherty
General-Station-Comm. Mgr.....Ned Connor
Publicity Director.....Doug Douglas
Pgm. Dir.-Chief Announcer....Charles Clifton
Chief Engineer.....Willis O. Freitag

KMYC

MARYSVILLE—1940—MBS

Frequency: 1410 Kc.....Power: 1,000 Watts
Owner-Oper..Marysville-Yuba City Bcstrs., Inc.
Business Address.....P. O. Box 631
Phone Number 2-2396
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NARTB, BAB
President.....H. E. Thomas
Gen.-Station Manager.....Joe D. Carroll
Comm. Sales Prom. Mgr.....C. Greenman
Program Director.....W. R. Cleveland
Publicity Director.....John Mayer
Chief Engineer.....Loyd McQueary

KYOS

MERCED—1936—MBS-DON LEE

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By .....Merced Bcstg. Co.
Business Address.....P. O. Box 717
Phone Number.....1430, 1804
Air Time.....Full Time
News Service.....UP
Representative.....W. S. Grant
Membership .....NARTB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....Charles H. Kinsley, Jr.
Commercial Mgr.....A. J. Krisik
Sales Prom. Mgr.....Edward Blakesley
Publicity Director.....Stan Evans
Chief Engineer.....Russell Pope

KBOX

MODESTO—1951

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By.....Stanislaus County Bcstrs. Inc.
Address.....1507 10th St.
Phone Number 3-7756-7
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Harlan Oakes
Membership .....NARTB, BAB
Pres., Gen., Sta., Comm. Mgr....Milton Hibdon
Sales Prom. Mgr.....Andrew White
Program Director.....Roy J. Story
Publicity Director.....Carl Groene
Chief Engineer.....Paul Ferrelle

KMOD

MODESTO—1950—ABC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Modesto, Inc.
Address.....P. O. Box 941
Phone 2-1051
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....Meeker (N. Y.), Moore (L. A.), Western Radio (San Fran.)
Pres., Gen., Sta. Mgr.....John H. Schacht
Comm., Sls. Prom. Mgr.....Judd Sturtevant
Pgm., Publ. Dir.....Gene D'Accardo
News Dir.....Gene D'Accardo
Chief Engineer.....Pete Onnigian

KTRB

MODESTO—1933

Frequency: 860 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....KTRB Bcstg. Co., Inc.
Address .....Norwegian Ave.
Phone Number 3-0737
Air Time.....4:45 a.m.-2 a.m.
News Service.....INS, UP
Transcription Service.....Cole, Standard
Representative.....W. S. Grant
Membership .....NAB
Pres.-Gen.-Station Mgr....William H. Bates, Jr.
Comm., Sls. Prom. Mgr.....Lee Roddy
Prog. Dir.....Don E. Lapan
News Director.....Charlie McEwen
Chief Engineer.....William H. Bates, Jr.

KMBY

MONTEREY—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Monterey Radio-TV Co.
Business Address.....Hotel San Carlos
Phone Number 2-4541
President .....Kenyon Brown

KXXL

MONTEREY—1952

Frequency: 600 Kc.....Power: 500 Watts d.
Owned-Oper. By.....S. A. Cisler
Address.....P. O. Box 1070
News Service .....AP
Transcription Service....Standard, Thesaurus
President.....S. A. Cisler
Gen. Mgr.....James Oliver

KWSD

MT. SHASTA—1947

Frequency: 1340 Kc.....Power: 250 Watts d.
Owned-Oper. By..Shasta Cascade Bcstg. Corp.
Address.....E. Alma Street
Phone Number 2124
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Station Representative..Western, Continental, (E. Coast), Tracy Moore (L. A.)
Membership .....NARTB
General Manager.....Arthur Adler
Station Manager.....David H. Rees
Program Director.....Iola Huntingdon
Chief Engineer.....Donald F. Keys

KVON

NAPA—1947

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Operated By.....Napa Bcstg. Co.
Address.....P. O. Box 427
Phone Number 6-2023
Air Time.....6:45 a.m.-10:45 p.m.
News Service .....UP
Transcription Service.....World
Representative .....Forjoe
Pres., Gen. Mgr.....Luther E. Gibson
Sta., Comm. Mgr.....Elmer L. Gibson
Program Director.....Jack Daugherty
Publicity Director.....Marion Devlin
Chief Engineer.....Dave Wortman

KSFE

NEEDLES—1952—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Needles Bdcstg. Co.
Address.....P. O. Box C-2
Phone Number 1234
News Service .....INS
Transcription Service .....Thesaurus
Partners.....B. J. Fitzpatrick and L. A. Newsome, Jr.
Chief Eng.....Albert Lincoln

KLX

OAKLAND—1922

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By....Tribune Building Co.
Business Studio Address.....Tribune Tower
Phone Number.....GLencourt 1-0660
Air Time .....6 a.m.-M.
Newspaper Affiliation.....Oakland Tribune
News Service .....AP
Transcription Service....Standard, Thesaurus
Representative .....Burn-Smith
Membership .....NARTB, BAB
President.....J. R. Knowland, Jr.
Manager.....Milton L. Levy
Publicity Director.....Jean Williams
Chief Engineer.....Roswell S. Smith

KROW

OAKLAND—1925

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....KROW, Inc.
Address.....464 19th St.

Phone Number.....TWinoaks 3-9600
Air Time.....Full Time
News Service.....AP, UP
Transcription Service.....Standard
Representative .....Raymer
Membership .....NARTB, BAB
President.....Sheldon F. Sackett
General Manager.....J. G. Paltridge
Commercial Manager.....Jack Grant
Program Director.....Russ Coughlan
Publicity Director.....Don Arlett
Chief Engineer.....Harry Bartolomei

KWBR
OAKLAND—1920

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By..Warner Bros. Radio, Inc.
Business-Studio Address.....327 22nd St.
Phone Number.....Higate 4-1212
Air Time .....Unlimited
News Service.....UP
Representative .....Forjoe
General Manager.....S. W. Warner
Station Manager.....F. Wellington Morse
Program Director.....Jeane K. Fisher
Chief Engineer.....Paul Gregg

KOCS
ONTARIO—1946

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By....The Daily Report Co.
Business-Studio Address.....222 East "B" St.
Phone Number.....627-54
Air Time.....Local sunrise—Local sunset
News Service .....UP
Transcription Service.....Capitol, SESAC
Representative .....O'Connell, Western
President.....Mrs. Jerene Appleby Harnish
Sta. Mgr.....Marjorie Rogers
Chief Eng.....R. H. Rogers

KMOR
OROVILLE—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oroville Bcstrs.
Address.....P. O. Box 1032
Phone Number 1340
News Service .....UP
Transcription Service .....Thesaurus
Representative..Ayres (S.F.), O'Connell (L.A.)
President.....Joy C. Fearnhead
Gen., Comm. Mgr.....Herb D. Olson
Sales Prom. Mgr.....Bill Talbitzer
Chief Engineer.....George O'Brien

KCMJ
PALM SPRINGS—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Palm Springs Bcstg. Co.
Business Address.....Box KK
Phone Number.....2253
Air Time.....Full Time
News Service .....AP
Representative .....Lee O'Connell
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Joseph E. Gamble
Commercial Manager.....Ort J. Lofthus
Program Director.....James Hadlock
Chief Engineer.....Robert Harbison

KIBE
PALO ALTO—1949

Frequency: 1220 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....James Blaine Rhodes
Address.....488 Cowper St.
Phone Number.....Davenport 3-1341
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Jay B. Rhodes
Program Director.....Robert Seaman
Chief Engineer.....Walter Coleman

KALI
PASADENA—1950

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By...Consolidated Bcstg. Co.
Business-Studio Address.....758 E. Colorado
Phone Number.....RY 1-7149
News Service .....UP
Transcription Service .....Associated
Representative .....Harlan Oakes
Pres., Gen. Mgr.....Henry Fritzen
Chief Engineer.....Harvey Fritch

KWKW
PASADENA—1942

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By...Southern Calif. Bcstg. Corp.
Address.....800 Sierra Madre Villa
Phone Number.....Ryan 1-6744
Air Time .....Unlimited
News Service .....UP
Representative .....Forjoe
Membership .....NARTB, BAB
President.....Marshall S. Neal
Gen.-Station-Comm. Mgr.....William J. Beaton
Pgm. Dir., Chief Anncr.....Bill Garr
Chief Engineer.....Paul W. Spargo

KXLA
PASADENA—1942

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By..Pacific Coast Bcstg. Co.
Business Address...1401 So. Oak Knoll Ave.
Phone Number.....RYan 1-6991
Air Time.....24 hrs. daily
News Service .....AP
Transcription Service .....World
Membership .....BAB

President-Gen. Sta. Mgr.....Loyal K. King
Pgm. Dir.....Carl Saunders
Publicity Dir.....Marian Atkinson
Chief Engineer.....Jack Reader

KPRL
PASO ROBLES—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Leslie Henry Hacker
Business Studio Address...Radio Station KPRL
Phone Number 204
Air Time.....Full Time
News Service .....AP
Representative.....W. S. Grant
Comm. Mgr., Pgm., Pub. Dir.
Bernard Schwartz
Sales Prom. Mgr.....Dorothy Schwartz
Gen. Mgr., Chief Engineer....Dale Schwartz

KAFP
PETALUMA—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Warner Bros.
Address .....Hotel Petaluma
Phone Number 2-2799
Transcription Service.....World, Capitol
News Service .....UP
Co-Owners.....S. W. Warner and
Eugene Warner
Gen. Mgr.....Wellington Morse
Com. Mgr.....Howard Heggum
Prog. Dir.....Jackie Lane

KECC
PITTSBURG—1949

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KECC, Inc.
Business Address.....235 Railroad Ave.
Phone Number 2-2964
Air Time .....Unlimited
News Service.....UP
Transcription Service.....World, Lang-Worth
Representative.....W. S. Grant
General Mgr.....Mel D. Marshall
Commercial Mgr.....John C. McFarland
Chief Engineer.....M. R. Scott

KPMO
POMONA—1947

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Oper. By.....Valley Bdcstg. Co.
Business-Studio Address.....1240 E. Holt St.
Phone Number.....Lycoming 2-1293
News Service .....UP
Partner.....Warner J. Sorenson
Partner, Gen. Mgr. and
Chief Eng.....Dean H. Wickstrom
Prog. Dir.....Florence E. Wickstrom

KTIP
PORTERVILLE—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....J. F. Tighe
Business-Studio Address..Newcomb & Grand
Ave., P. O. Box 1312
Phone Number 1450
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Cook, Grant
Membership .....NARTB
Gen., Sta. Mgr.....Frank Robinson Brown
Chief Engineer.....Allan Weaver
News Editor.....Kenneth Clifford, Jr.

KBLF
RED BLUFF—1946—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Hal K. Shade
Address .....Tremont Hotel
Phone Number 880
Gen. Mgr.....Bill Baumgarten
Com. Mgr.....Gary Morano
Chief Eng.....Don Reickling

KVCV
REDDING—1936—MBS

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By....Golden Empire Bcstg. Co.
Address.....Box 717, Merced
Phone Number 1646
Air Time.....Full Time
News Service .....UP
Transcription Service.....Standard
Representative.....W. S. Grant Co.
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....Fred M. Stuelpnagel
Commercial Manager.....H. E. McCarty
Sales Prom. Mgr.....Ted Dooley
Pgm., Prod. Dir.....Lyle Mathys
Publicity Director.....Charles Castor
Chief Engineer.....Russ Pope

KPRO
RIVERSIDE—1941

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Oper. By.....Broadcasting Corp. of
America
Business Address.....P.O. Box 987
Phone Number.....Riverside 6290
Studio-Transmitter.....3401 Russell St.
News Service.....AP, INS
Transcription Service.....World, Capitol
Representative .....Scott, Young
President-General Mgr.....W. L. Gleeson

KCRA
SACRAMENTO—1945—NBC

Frequency: 1320 Kc.....Power: 5000 W. d.;
1000 W. n.
Owned-Oper. By.....KCRA, Inc.

Business Studio Address.....1010 11th St.
Phone Number.....Gilbert 2-0758
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription Service.....World
Representative .....Robert Meeker
Membership .....BAB
President-General Mgr.....Ewing C. Kelly
Commercial Manager.....Jack Kehoe
Station Mgr.....Howard J. Smiley
Publicity Director.....Irma Davis
Program Dir.....John Kuhlman
Chief Engineer.....Herbert Hartman

KFBK

SACRAMENTO—1922—ABC

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Business Studio Address.....708 Eye St.
Phone Number.....Gilbert 3-1745
Air Time.....Full Time
Newspaper Affiliation.....Sacramento Bee
News Service.....UP, AP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
Membership .....NARTB
President .....Eleanor McClatchy
Gen., Sta. Mgr.....Keith B. Collins
Comm., Sales Prom. Mgr.....Perry Nelson
Publicity Director.....Louise Schultz
Program Director.....Harry Warren
Chief Engineer.....Stam Sronce

KGMS

SACRAMENTO—1952

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Capitol Radio Enterprises
Address .....Hotel Senator
Phone Number.....Hudson 1-3133
News Service .....AP
Transcription Service .....Capitol
Partners.....Irving J. Schwartz,
William S. George and Jack F. Matranga
Chief Engineer.....Richard Hinz

KROY

SACRAMENTO—1937—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Harmco, Inc.
Business-Studio Address....Hotel Sacramento
Phone Number.....Gilbert 3-2525
News Service .....UP
Transcription Service.....Associated
Representative .....Avery-Knodel
Pres., Gen. Mgr.....C. L. McCarthy
Pgm. Dir.....John C. Ickes
News Director.....Henry Thornley
Chief Engineer.....William Karpisek

KXOA

SACRAMENTO—1945—MBS
DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sacramento Bcstrs., Inc.
Business Address.....P. O. Box 94
Phone Number.....WAbash 5-2717
News Service.....UP
Represent.....J. E. Pearson, West. Radio Adv.
Membership .....NARTB, BAB
President .....Lincoln Dellar
General Manager.....Robert W. Dumm
Program Director.....Dean Seaton
Chief Engineer.....Ewald Berger

KSBW

SALINAS—1947—MBS

Frequency: 1380 Kc.....Power: 1,000 Watts
Owned-Operated By.....Salinas Bcstg. Corp.
Business Address.....P.O. Box 1651
Phone Number 8071
News Service.....AP
Transcription Service .....Capitol
Representatives.....Burn-Smith, Western
Membership .....NARTB, BAB
Gen., Sta. Mangaer.....John C. Cohon
Commercial Manager.....W. M. Oates
Publicity Dir.....Neal Edmondson
Program Director.....Don Wells
Chief Engineer.....Fred Begley

KCSB

SAN BERNARDINO—1948

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Oper. By.....Fred P. D'Angelo
Business Address.....770 Mill St.
Phone Number 8-2245
News Service .....AP
Transcription Service.....Thesaurus, SESAC
Representative .....Forjoe
Gen., Sta., Comm. Mgr.....Fred P. A'Angelo
Sales Prom. Mgr.....Fred Hofschneider
Pgm., Pub. Dir.....Ed Mundy, Jr.
Chief Engineer.....Jim Tracewell

KFXM

SAN BERNARDINO—1929—MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Lee Bros. Bcstg. Corp.
Business-Studio Address.....512 Fifth St.
Phone Number.....4761
Air Time .....5:30 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative .....John Blair
President.....J. Clifford Lee
General Manager.....Gene W. Lee
Com., Sales Prom. Mgr.....Paul H. Martin
Program Dir.....E. W. Lee
Publicity Dir.....Betty Iglai
Chief Engineer.....George Ewing

KITO

SAN BERNARDINO—1947—ABC PACIFIC REG.

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....KITO, Inc.
Address.....569 Fourth St.
Phone Number 7807
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Representative .....Hollingbery
Pres., Gen., Sta. Mgr.....J. J. Flanigan
Commercial Manager.....Arnold Benum
Program Director.....Fred Reinhardt
Chief Engineer.....Richard Klitzing

KRNO

SAN BERNARDINO—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Western Empire Bcstrs., Inc.
Address.....990 Colton Ave
Phone Number.....8-2771
Air Time.....Full Time
News Service .....AP
Representative.....Donald Cooke-Western
Membership .....BAB
President, Comm. Mgr.....James W. Gerrard
V.P., Gen., Sta. Mgr.....Norman H. Rogers
Program Director.....Chuck Palmer
Chief Engineer.....George W. Brock

KCBQ

SAN DIEGO—1946-ABC

Frequency: 1170 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....Charles E. Salik
Bus.-Studio Address.....P. O. Box 1629
Phone Number.....Jackson 4103
Air Time .....Unlimited
News Service.....UP
Transcription .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Charles E. Salik
Comm., Sales Prom. Mgr.....Graham H. Moore
Publicity Manager.....Billye Tomlinson
Program Director.....Harry Mitchell
Chief Engineer.....Charles J. Sherburne

KFMB

SAN DIEGO—1941—CBS

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Jack Wrather and Helen Alvarez
Bus.-Studio Address.....Fifth & Ash Sts.
Phone Number.....Main 2114
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Capitol, SESAC
Representative.....The Branham Co.
Membership .....NARTB
Chairman of the Board.....John A. Kennedy
General Manager.....Howard L. Chernoff
Station Mgr.....Hobby Myers
Program Dir.....Jerry Lee Pecht
Executive Editor.....Paul W. White
Publicity Dir.....Lisle F. Shoemaker
Chief Engineer.....Thornton Chew

KFSD

SAN DIEGO—1926—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Airfan Radio Corp. Ltd.
Business-Studio Address.....U. S. Grant Hotel
Phone Number.....Franklin 6353
Air Time.....6 a.m.-M.
News Service .....INS
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President.....Thomas E. Sharp
Manager.....John C. Merino
Chief Engineer.....Leroy Bellwood

KGB

SAN DIEGO—1926—MBS-DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Don Lee Bcstg. Syst.
Address.....1017 First Ave.
Phone Number.....Franklin 6151
Air Time.....6 a.m.-M.
News Service.....AP, UP
Membership .....BAB
Gen. Mgr.....Marion R. Harris
Program Director.....Matt Long
Chief Engineer.....Joe Kline

KSDO

SAN DIEGO—1947

Frequency: 1130 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By...San Diego Bcstg. Co.
Business Studio Address...1029 Second Ave.
Phone Number.....Main 2041
Air Time.....Full Time
News Service.....AP, UP
Representative.....Pearson, Bolling, Stubbins
Commercial Manager.....Norman Kay
Program Director.....Vern Milton
Publicity Director.....Sonia Duzant
Chief Engineer.....Vern Milton

KSON

SAN DIEGO—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Fred & Dorothy Rabell
Business Studio Address.....630 F St.
Phone Number.....Franklin 5175
News Service .....AP
Transcription Service.....Associated
Representative .....Forjoe

Membership .....NARTB
General Manager.....Fred Rabell
Station Manager.....Dorothy Rabell
Commercial Manager.....John Barrett
Publicity Director.....Seymour Francis
Chief Engineer.....Norman Burwell

KGIL
SAN FERNANDO—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By..San Fernando Va. Bcstg. Co.
Business Address.....4919 Van Nuys Blvd.
Phone Number.....State 4-6291
Air Time.....Full Time
News Service .....AP
Transcription Service .....Capitol
Pres., Gen., Sta. Mgr.....F. J. Smalley, Jr.
Commercial Manager.....Howard P. Gray
Program Director.....Gene Morgan
Chief Engineer.....Jay Rice

KCBS
SAN FRANCISCO—1924—CBS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By...CBS Radio Division Inc.
Address .....Palace Hotel
Phone Number.....YUkon 2-7000
News Service.....AP, UP, INS
Transcription Service .....Lang-Worth
Representative.....CBS Radio Spot Sales
Membership .....BAB
President (CBS).....Frank Stanton
Vice-Pres. & Gen. Mgr.....Arthur Hull Hayes
Promotion Mgr.....Evelyn Clark Deggendofer
Program Director.....Pede Worth
Publicity Director.....William Cullenward
Chief Engineer.....Alan Cormack

KFRC
SAN FRANCISCO—1924—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....General Teleradio
Business-Studio Address..1000 Van Ness Ave.
Phone Number .....Prospect 6-0500
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative.....John Blair
Membership .....NARTB
V.P.-Gen. Mgr.....William D. Pabst
Commercial Manager.....Merwyn L. McCabe
Sales Prom. Mgr.-Pub. Dir.....Dink Templeton
Program Dir.-Prod. Mgr.....Mel Venter
Chief Engineer.....E. G. Underwood

KGO
SAN FRANCISCO—1924—ABC

Frequency: 810 Kc Power: 50,000 Watts
Owned-Operated By.....American Bcstg. Co.
Business Address.....420 Taylor St.
Phone Number.....Graystone 4-6565
Air Time.....6 a.m.-M.
News Service.....AP, INS
Transcription Service.....Standard, Capitol
Representative .....Edward Petry
Membership .....NARTB
President (ABC)..... Robert E. Kintner
General Manager.....James H. Connolly
Station Manager.....Paul T. Scheiner
Sales Manager.....John Hansen
Program Director.....Victor P. Reed
Chief Engineer.....A. E. Evans

KJBS
SAN FRANCISCO—1924

Frequency: 1100 Kc.....Power: 1000 Watts d
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address.....1470 Pine St.
Phone Number.....Ordway 3-4148
Air Time.....5 a.m.-Local Sunset
News Service.....UP, INS
Representative .....H-R Representatives
Membership .....NARTB, BAB
Gen. Mgr.-Sta. Mgr.....Edwin P. Franklin
Comm. Mgr.....Stanley G. Breyer
Pgm. Dir.-Prod.-Pub. Mgr...Charles F. Pendleton
Chief Engineer.....Roger Roberts

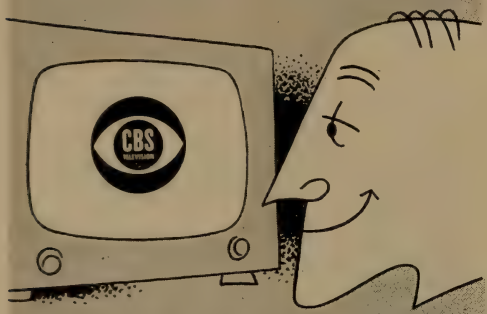
KNBC
SAN FRANCISCO—1922—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By.....National Bcstg. Co.
Address.....420 Taylor St.
Phone Number.....GRaystone 4-8700
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB, BAB
President (NBC).....Frank White
Gen., Sta. Mgr.....Lloyd E. Yoder
Asst. Gen. Mgr.....George Greaves
Commercial Manager.....Alfred W. Crapsey
Advtg., Prom. Manager.....Dean Moxley
News, Pub. Dir.....John Thompson
Chief Engineer.....Curtis Peck

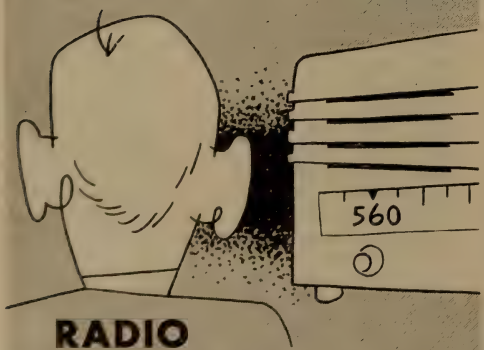
KSAN
SAN FRANCISCO—1922

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Golden Gate Bcstg. Corp.
Business Address.....1355 Market St.
Phone Number.....Market 1-8171
Air Time.....6 a.m.-M.
News Service .....UP
Representative.....Western Radio Sales
Membership .....NARTB
President.....S. H. Patterson
Gen.-Sta.-Comm. Mgr.....Lee C. Mikesell
Sales Prom., Pub., Pgm. Dir...Clint Sherwood
Chief Engineer.....Norwood Patterson

FOR THE EYES AND EARS OF NORTHERN CALIFORNIA...



KPIX
TELEVISION CHANNEL 5
Represented nationally by the Katz Agency
Affiliated with CBS and DuMont Television Networks



RADIO
DIAL 560 KSFO
Represented nationally by Headley-Reed Company

VAN NESS at GREENWICH
SAN FRANCISCO, CALIF.

★ ★ CALIFORNIA ★ ★

KSFO
SAN FRANCISCO—1925

Frequency: 560 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By..The Associated Bcstrs., Inc.
Bus.-Studio Address..Van Ness at Greenwich
Phone Number.....Prospect 6-5100
Air Time.....6:15 a.m.-12:15 a.m.
News Service.....INS, UP
Transcription Service.....Standard; World
Representative .....Headley-Reed
Membership .....NARTB, BAB
President.....Wesley I. Dumm
Gen., Sta. Mgr.....Alan L. Torbet
Com. Mgr.....Gary Garlund
Prom., Pub. Mgr.....Gene DeAlessi
Program Dir.....Robert Hansen
Dir. of Engineering.....A. E. Towne

KYA
SAN FRANCISCO—1926

Frequency: 1260 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....KYA, Inc.
Business Studio Address.....Fairmont Hotel
Phone Number.....DOuglas 2-2536
News Service.....UP
Representative.....George W. Clark
President .....Elroy McCaw
General Manager.....Jock Fearnhead
Commercial Manager.....Ken Hildebrandt
Chief Engineer.....Paul Beck

KSJV
SANGER—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....John Poole Bdcstg. Co.
Business-Studio Address.....P. O. Box 247
Phone Number.....Sanger 2501
News Service .....UP
Transcription Service .....World
Representative .....Lee O'Connell
Membership .....NARTB
President.....John H. Poole
Gen., Sta. Mgr.....David C. Camp
Com. Mgr.....Dick Schunk
Prog. Dir.....Walter K. Novell
Publicity Dir.....Robert E. Ulrich
Chief Engineer.....Russell C. Friend

KEEN
SAN JOSE—1947

Frequency 1370 Kc.....Power 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business Studio Address.....Hotel De Anza
Phone Number.....Cypress 4-0344
Air Time.....Full Time
News Service .....UP
Representative.....W. S. Grant
President.....George M. Mardikian

Genl. Mgr.....Floyd Farr
Commercial Mgr.....Bob Blum
Sales Prom. Mgr.....Liv Lanning
Program Dir.....George Snell
Publicity Director.....John Gardner
Chief Engineer.....Bill Green

KLOK

SAN JOSE—1946

Frequency: 1170 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Valley Bcstg Co.
Business Address.....P. O. Box 967
Phone Number.....Cypress 3-3445
News Service.....AP
Representative.....Pearson
President-Gen. Mgr.....E. L. Barker
Commercial Mgr.....Richard E. Ryan
Program Director.....Ruth Poindexter
Chief Engineer.....Bill Cunningham

KSJO

SAN JOSE—1946

Frequency: 1590 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By...Santa Clara Bcstg. Co.
Business Address.....P. O. Box 995
Phone Number.....Cypress 3-8030
Air Time.....Unlimited
Newspaper Affiliaion.....Les Gatos Times, Gilroy Dispatch
News Service.....UP
Transcription Service.....Standard
National Sales Mgr.....Harold H. Hoffman
President.....Patrick H. Peabody
Gen., Sta. Mgr.....Charles F. Mallory
Comm., Sales, Prom., Publ. Mgr. I. Earl Russell
Pgm.-Prod. Dir.....Norman Paul
Chief Engineer.....Edward W. Meece

KXRX

SAN JOSE—1948

Frequency: 1500 Kc.....Power: 1000 Watts
Owned-Operated By.....San Jose Bcstg. Co.
Address.....Box 167
Phone Number.....Cypress 2-5080
Studio-Transmitter.....Bayshore Hiway
Air Time.....24 hrs.
News Service.....UP
Representative.....Western Radio Sales, Tracy Moore
President-Gen. Mgr.....Joe E. Levitt
Sta., Commercial Mgr.....Gordon Graham
Program Director.....Frank G. Kilpatrick
Chief Engineer.....Frank Glass

KATY

SAN LUIS OBISPO—1949—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KATY
Address.....P. O. Box 700
Phone Number.....3171
News Service.....UP
Representative.....Western
Membership.....NARTB
President.....Maynard Marquardt
Sta., Comm. Mgr.....D. D. MacLeod
Sales Prom. Mgr.....A. Laurent
Program Director.....Marjorie Widman
Publicity Director.....H. Break
Chief Engineer.....S. G. Freshour

KVEC

SAN LUIS OBISPO—1937
MBS-DON LEE

Frequency: 920 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Christina M. Jacobson
Business Address.....851 Higuera St.
Phone Number.....1100-1
Air Time.....Full Time
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant
Membership.....NARTB
Pres.-Owner.....Christina M. Jacobson
Gen., Sta. Mgr.....Les Hacker
Commercial Manager.....Jack Wasson
Sales Prom., Pub. Mgr.....Robert Wilton
Program Director.....Ted Warner
Chief Engineer.....Oscar Wilson

KEAR

SAN MATEO—1947

Frequency: 1550 Kc.....Power: 1000 Watts
Owned-Operated By.....Bay Radio, Inc.
Business-Studio Address.....3 W. 37th Ave.
Phone Number.....Fireside 5-4837
News Service.....AP
President.....Stephen A. Cisler
General Manager.....George C. Atkinson
Commercial Mgr.....Ray Barnett
Program Director.....Douglas Pledger
Chief Engineer.....Douglas F. Mariska

KVSM

SAN MATEO—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Hugh H. Smith
Business Studio Address...279 Baldwin Ave.
Phone Number.....Diamond 4-2541
Air Time.....Local sunrise-local sunset
News Service.....INS, UP
Transcription Service.....Cole
Representative.....Walker
Membership.....NARTB, BAB
President.....Hugh H. Smith
General Manager.....Gilbert L. Bond
Publicity Director.....Edith Hall
Chief Engineer.....Merwyn F. Planting

KTIM

SAN RAFAEL—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Operated By...Marin Bcstg. Co., Inc.
Business Address.....1117 Fifth St.
Phone Number.....Glenwood 3-6880
Newspaper Affiliation.....S. R. Independent Journal
News Service .....UP
Representative .....Western Radio
President.....Roy A. Brown
Gen. Mgr., Chief Engr.....Hugh E. Turner
Commercial Manager.....Ralph De Wall
Program Director.....David Bringham
Publicity Director.....Edith Hale

KVOE

SANTA ANA—1926—MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By..The Voice of the Orange Empire, Inc., Ltd.
Business Address.....105 E. 5th St.
Phone Number.....Kimberly 3-8321
Air Time.....Unlimited
News Service .....UP
Transcription Service.....Capitol, MacGregor
Representative .....Pearson
Pres., Gen. Mgr.....Ernest P. Spencer
Station Manager.....Deane S. Long
Comm., Pub. Mgr.....Donner P. Spencer
Sales Prom. Mgr.....Nancy Reynolds
Program Director.....George M. Dewey
Chief Engineer.....Stanley G. Guenther

KDB

SANTA BARBARA—1921—MBS DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lincoln Dellar
Business-Studio-Transmitter .....Radio Square
Phone Number 4131
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard
Representative .....Western, Pearson
Membership .....BAB
President .....Lincoln Dellar
General Manager.....Joe W. Benes
Program Director.....Fred Hall
Publicity Director .....Fred Wade
Chief Engineer.....Robert Carter

KIST

SANTA BARBARA—1946—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio KIST, Inc.
Business-Studio Address.....Balboa Bldg.
Phone Number 3981
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....BAB
Pres., Gen., Sta., Pub. Mgr...Harry C. Butcher
Commercial Manager.....James Blomfield
Sales Promotion Mgr.....Michael J. McKeogh
Program Director.....Mary Ann Casey
Chief Engineer.....Ray Kubly

KTMS

SANTA BARBARA—1937—ABC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..News-Press Publishing Co.
Business-Studio Address..de la Guerra Plaza
Phone Number 3911
Air Time.....Full Time
Newspaper Affil...Santa Barbara News-Press
News Service .....AP
Transcription Service .....SESAC
Representative.....Paul H. Raymer
President.....Thomas M. Storke
Vice-President.....Charles A. Storke
Gen., Comm. Mgr.....Al Albinger
Sales Prom., Pub. Dir.....Cliff Badger
Program Director.....Ed Sprague
Chief Engineer.....Leo De Connick

KDON

SANTA CRUZ—1935

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By....Charles Blackwood Grant
Business Address.....Box 1490, Salinas
Phone Number 2-6464
Air Time.....Full Time
News Service .....UP
Transcription Service.....World, Cole, Capitol
Representative .....Forjoe
Membership .....NARTB, BAB
Gen. Mgr.....Charles B. Grant
Station Mgr.....Anne Knowlton
Sales Prom. Mgr.....James Deering
Pgm.-Prod.-Publ. Dir.....Orel Phillips
Chief Engineer.....Omer Wright

KSCO

SANTA CRUZ—1947

Frequency: 1080 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Radio Santa Cruz
Business Address.....P. O. Box 1080
Phone Number 1080
News Service .....AP
Membership .....NARTB, BAB
Transcription Service.....Standard, Thesaurus
Mng. Part.-Sta. Mgr.-Chief Engr.
Charles Vernon Berlin

KCOY

SANTA MARIA—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...News-Press Publishing Co.

Business-Studio Address.....114 W. Cook St.
Phone Number 5-2644
Newspaper Affiliation..Santa Barabara News Press
News Service .....AP
Transcription Service .....SESAC
Representative.....Paul H. Raymer
Station Manager.....W. A. Cook
Program Director.....Louise Hapgood
Chief Engineer.....John D. Clowes, Jr.

KSMA

SANTA MARIA—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Hagerman, Groom
Address.....510 W. Morrison
Phone 5-2582
Air Time.....6:45 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Partners...James M. Hagerman, John I. Groom
Program Dir.....Anthony Kent
Chief Eng.....Gale Brady

KOWL

SANTA MONICA—1947

Frequency: 1580 Kc....Power: 5000 Watts d.
Owned-Operated By.....KOWL, Inc.
Address.....Pico at Ocean
Phone Number.....Exbrook 4-6761
Air Time .....Daytime
News Service .....UP
Representative.....George W. Clark
Membership .....BAB
Pres., Gen. Mgr.....Arthur H. Croghan
Chief Engineer.....Robert Dze

KSPA

SANTA PAULA—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Santa Paula Bcstrs. Inc.
Business-Studio Address.....Santa Paula
Phone Number 940
Pres., Gen. Mgr., Ch. Eng.....C. Harvey Haas
Prom., Comm. Mgr.....Chas. Martin

KSRO

SANTA ROSA—1937

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....Finley Bcstg. Co.
Bus.-Studio Address...Corner Fresno & Finley
Phone Number 110
Air Time.....Full Time
News Service .....UP
Representative.....W. S. Grant
Membership .....NARTB
President.....Mrs. Ruth Finley
General-Station Manager.....Charles P. Scott
Program, Publicity Director.....Al Pearson
Chief Engineer.....Verne Hassett

KROG

SONORA—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ken Randolph
Business Address.....P. O. Box 996
Phone Number.....426
Air Time.....Full Time
News Service.....AP
Transcription Service.....Standard, SESAC
Owner, Gen. Mgr.....Ken Randolph
Chief Engineer.....K. Jack Kreutz

KGDM

STOCKTON—1926—CBS

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....E. F. Peffer
Business-Studio Address....519 E. Market St.
Phone Number 4-4551
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....John Blair
President-Gen. Mgr.....E. F. Peffer
Station-Commercial Mgr.....E. Smith
Program Director.....M. Humphreys
Promotion Director.....A. Stover
Chief Engineer.....Paul Leake

KSTN

STOCKTON—1949

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By...San Joaquin Bcstg. Co.
Business Address.....Hotel Clark
Phone Number 4-7338
Air Time.....Unlimited
News Service.....UP, INS
Representative .....Hollingbery
Membership .....NARTB, BAB
General Manager.....D. M. Greene
Program Director.....Ellis Lind
Chief Engineer.....Carl McGee

KWG

STOCKTON—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Bus.-Studio Address.....612 E. Market St.
Phone Number 5-5728
Newspaper Affiliation .....McClatchy
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President .....Eleanor McClatchy
Station Manager.....Dave Harris
Program Manager.....James E. Longe
Chief Engineer.....Frank Nesmith

KXOB
STOCKTON—1947—MBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....KXOB, Inc.
Business-Studio Address.....Hotel Stockton
Phone Number 4-7313
Air Time.....6 a.m.-M.
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Clem J. Randau
Sta., Comm. Mgr.....Grant Pollock
Program Director.....Homer Van Derwerker
Publicity Director.....Ford Warner
Chief Engineer.....James L. Johnson

KSUE
SUSANVILLE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Nolan Hallowell, James E. McKahan
Phone Number.....2020
Air Time.....Full Time
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....Tracy Moore
Membership .....NARTB
Gen., Sta. Mgr.....Nolan Hollowell
Comm., Sls. Prom. Mgr.....Leslie E. McLarrin
Program Director.....Dale M. Dwelley
Chief Engineer.....Harold C. Houston

KTKR
TAFT—1948—KBS

Frequency: 1310 Kc.....Power: 500 Watts d.
Owned-Operated By.....Taft Bcstg. Co.
Business Address.....P.O. Box "WW"
Phone Number 5-3101
Air Time.....Day Time
News Service.....UP
Pres., Gen., Sta., Comm. Mgr...Kenneth Aitken
Sls. Prom. Mgr.....Earl Greer
Program Dir.....Rose Mary Curtis
Chief Engineer.....Kenneth Aitken

KCOK
TULARE—1946—MBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....Herman Anderson
Business Address.....P. O. Box 119
Phone Number.....6-2866
Air Time.....Full Time
News Service .....UP
Representative .....Forjoe
Membership .....NARTB, BAB
President .....Herman Anderson
General Manager.....Sheldon Anderson
Commercial Manager.....Stan Simpson
Sta., Sales Prom. Mgr.....J. Alan Rinehart
Program Director.....Bob Lee
Publicity Director.....Jean Hixson
Chief Engineer.....Don Ferguson

KTUR
TURLOCK—1949—KBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Turlock Bcstg. Corp.
Address.....P. O. Box 526
Phone Number.....Turlock 43430, 45827
News Service .....UP
Transcription Service.....Thesaurus, SESAC
Representative .....O'Connell
President .....Wallace Lindskoog
General Manager.....H. Ansell McMillen
Program Director.....S. E. Simmons
Chief Engineer.....Maxon Sayre

KUKI
UKIAH—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bartley T. Sims
Address.....P. O. Box 638
Phone 1400
Air Time .....Unlimited
Representative .....Tracy Moore
Transcription Service .....Standard
News Service .....AP
Pres., Gen., Sta. Mgr.....Mrs. Bartley Sims
Comm. Sales Prom. Mgr.....Louis DuMoulin
Program Director.....John Olivera
Publicity Director.....Phil Trine
Chief Engineer.....Stanley Ryno

KGYW
VALLEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Calif. Nev. Bcstg. Co.
Business-Studio Address....3267 Sonoma Blvd.
Phone Number 8-8944
News Service .....UP
Representative .....Western
General Manager.....David McKay
Station-Commercial Mgr.....Ralph Stillings
Chief Engineer.....William Roberts

KVEN
VENTURA—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Coast Ventura Co.
Address.....Sam Pedro & Allesandro
Phone Number.....Miller 3-8675
News Service .....UP
Representative .....Western
Pres., Gen. Mgr.....Harry M. Engel
Commercial Manager.....Sydney Held
Program Director.....Dana Marble
Sales Prom. Mgr.....Jack Powell
Chief Engineer.....Donald Brown

KVVC
VENTURA—1947

Frequency: 1590 Kc.....Power 1000 Watts
Owned-Oper. By....Voice of Ventura County

Business Address.....P.O. Box 1411
Phone Number.....Miller 3-6185
Air Time.....6 a.m.-M.
Representative .....Harlan Oakes
Membership .....BAB
President.....Wm. H. Haupt
Station Manager.....Karl A. Rembe
Chief Engineer.....Charles Farmer

KONG

VISALIA—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Tulare County Bdcstg.
Address.....P. O. Box 170
Phone Number 4-5811
Air Time.....Full Time
News Service .....AP
Representative .....Forjoe
Pres., Gen. Mgr.....Knox La Rue
Program Mgr.....M. K. Starkey
Chief Engineer.....A. C. Werner

KWSO

WASCO—1950

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By...Maple Leaf Bcstg. Co.
Address.....P. O. Box 366
Phone 2145
Air Time .....Daytime
Transcription Service.....Lang-Worth, SESAC
News Service .....UP
Membership .....NARTB
President.....E. J. Peters
Gen., Sta. Mgr.....Theodore G. Heinrichs
Comm., Sale Prom. Mgr.....Jim Hodges
Chief Engineer.....Bob Robertson
Pgm., Pub. Dir.....Bob Bann

KHUB

WATSONVILLE—1937

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Patrick H. Peabody
Business Address.....P. O. Box 347
Air Time.....Full Time
News Service .....UP
Transcription Service .....Capitol
Representative .....Adam Young
Membership .....NARTB
Gen., Sta., Comm. Mgr.....Hal E. Chase
Program Director.....Irwin Kiel
Chief Engineer.....Ed Pontes

KSYC

YREKA—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.Siskiyou Cty. Bcstg. Co., Inc.
Address.....Lawrence Lane & S. Oregon St.
Phone Number 624
Air Time.....Full Time
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Tracy Moore
Membership .....NARTB
President.....E. G. Millbourn
General Manager.....D. C. Hollinger
Station Manager.....Jack A. Mitchell
Commercial Manager.....Keith Vidler
Chief Engineer.....Bill Maginnis

KUBA

YUBA CITY—1947

Frequency: 1600 Kc....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By..Peachbowl Bcstrs., Inc.
Business Address.....Hotel Marysville
Phone Number 3-7309
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Ayers, O'Connell
President.....Chester V. Ullom
Gen., Station Manager.....Roger R. Hunt
Commercial Manager.....Lloyd Klemp
Sales Promotion Mgr.....Ray Davenport
Pgm., Pub. Dir.....Ric Ryan
Chief Engineer.....John J. Rolih

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

COLORADO

Pop. April 1, 1953 (Est.) 1,402,000 — Total Housing Units 441,000
Families April 1, 1953 (Est.) 407,000 — Stations in State 32

KGIW

ALAMOSA—1929—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. L. Allen
Business Address.....P. O. Box 179
Phone Number.....26
Air Time.....6 a.m.-10 p.m.
News Service.....UP
Transcription Service.....Keystone, SESAC
President-General Mgr.....E. L. Allen
Sta.-Comm. Mgr.-Pgm. Dir.....Lloyd Allen
Sales Prom. Mgr.....Charles Dynes
Chief Engineer.....Bill Brokaw

KBOL

BOULDER—1946—COLUMBINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Boulder Radio KBOL, Inc.
Address.....P. O. Box 146
Air Time.....7 a.m.-11:05 p.m.
News Service.....AP
Transcription Service.....Standard, Thesaurus
Representative.....H-R Reps.
Membership.....NARTB, BAB
President.....Herb Hollister
General Manager.....Russel Shaffer
Commercial Manager.....Gene Palm
Chief Engineer.....Blair Dobbins

KRLN

CANON CITY—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Royal Gorge Bcstrs., Inc.
Business-Studio Address....1615 Central Ave.
Phone Number.....1100
Air Time.....7 a.m.-7 p.m.
News Service.....UP
Transcription Service.....Keystone, Cole
Pres.-Gen.-Sta. Mgr.....Ray M. Beckner
Chief Engineer.....W. D. Wells

KRDO

COLORADO SPRINGS—1947 COLUMBINE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Pikes Peak Bcstg. Co.
Business-Studio Address.....Alta Vista Hotel
Phone Number.....Main 1125
Air Time.....6:00 a.m.-M.
News Service.....AP
Transcription Service...Standard, Lang-Worth
Representative.....Avery-Knodel
Membership.....NARTB
Pres., Gen. Mgr.....Joseph H. Rohre
Station Manager.....Paul Crozier
Commercial Manager.....Harry Hoth
Program Director.....Jean Gitz
Prod. Dir., Chief Engr.....Robert Fitzmorris

KVOR

COLORADO SPRINGS—1924—CBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By....Voice of the Rockies, Inc.
Address.....800 Exchange Natl. Bank Bldg.
Phone Number.....Main 278
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....Hollingbery
Membership.....NARTB, BAB
Pres., Gen., Comm. Mgr.....J. D. Russell
Sls. Prom., Prod. Mgr.....Cecil Seavey
Sta. Mgr., Prog. Dir.....Isabelle McClung
Publicity Director.....Robert Smith
Chief Engineer.....H. Cozine Strang

KRAI

CRAIG—1949—COLUMBINE-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.No. Western Colo. Bcstg. Co.
Business Address.....Craig
Phone Number.....707-8
Air Time.....Full Time
News Service.....UP
Transcription Service.....Capitol
Membership.....BAB
President.....Norman Winder
General Manager.....George Cory
Station Manager.....Dale G. Moore
Comm., Prom. Mgr.....Bill Finch
Program Director.....Elizabeth Conroy
Publicity Director.....Glenda Davis
Chief Engineer.....Charles Chaney

KFEL

DENVER—1923—MBS

Frequency: 950 Kc.....Power: 5,000 Watts
Owned-Operated By..Eugene P. O'Fallon, Inc.
Business-Studio Address.....Albany Hotel
Phone Number.....ALpine 4681
Air Time.....24 hrs.
News Service.....INS
Transcription Service.....Associated
Representative.....John Blair
Membership.....NARTB, BAB
General Manager.....Gene O'Fallon
Managing Director.....Frank Bishop
Commercial Mgr.....John McEniry
Prom. Mgr., Publ. Dir.....Gene O'Fallon, Jr.
Program Director.....Dale Morgan
Chief Engineer.....Rhean Cunningham

KLZ

DENVER—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.Aladdin Radio & TV, Inc.
Business-Studio Address..Shirley-Savoy Hotel

Phone Number.....MAin 4271
Air Time.....5:30 a.m.-M.
News Service.....AP, INS.
Transcription Serv...Standard, Capitol, World
Representative .....Katz
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Hugh B. Terry
Commercial Manager.....R. Main Morris
Sales Prom. Mgr., Pub. Dir...Roger Rambeaux
Program Director.....Charles C. Roberts
Chief Engineer.....Harvey E. Wehrman

KMYR

DENVER—1941—COLUMBINE INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KMYR Bcstg. Co.
Address.....Security Life Bldg.
Phone Number .....MAin 4161
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Station Representative.....Forjoe & Co.
Membership .....NARTB, BAB
President.....F. W. Meyer
Station Manager.....A. G. Meyer
Commercial Manager.....Ed Koepke
Pgm., Prod. Dir.....Lowell Switzer

KOA

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By....Metropolitan TV Co., Inc.
Business-Studio Address..1625 California St.
Phone Number.....Main 6211
Air Time.....Full Time
News Service.....AP, INS
Transcription Service..Thesaurus & Associated
Representative.....Edward Petry & Co.
Membership .....NARTB, BAB
President.....William W. Grant
Gen., Sta. Mgr.....Don Searle
Sales Promotion Manager.....C. M. Penley
Program Director.....Earle C. Ferguson
Publicity Director.....William R. Day
Chief Engineer.....Robert H. Owen

KTLN

DENVER—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Station KTLN
Address.....Park Lane Hotel
Phone Number.....RAce 4636
Air Time.....4:30 a.m.-Sunset
News Service.....AP, INS
Transcription Service .....Capitol

KFEL's "Ray Perkins Show"

Now in its 8th YEAR ON KFEL RADIO

and a top favorite on KFEL-TV, CHANNEL 2 Since February 1953 . . thanks to scores of mighty fine local and national sponsors.

KFEL-FM • KFEL-TV
KFEL AM-FM TV
CHANNEL 2 DENVER

Managed by GENE O'FALLON
Represented by JOHN BLAIR and BLAIR-TV

Representative.....Radio Reps., Inc.
Owner .....Leonard Coe
Gen., Sta. Mgr.....John L. Buchanan
Commercial Manager.....Dean Jarvis
Sales Promotion Mgr.....Jim Buchanan
Program Director.....Jack Helling
Chief Engineer.....O. E. Kelly

KVOD

DENVER—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By....Colorado Radio Corp.
Business-Studio Add...Midland Savings Bldg.
Phone Number.....TAbor 2291
Air Time.....Full Time
News Service .....UP
Transcription Service..Lang-Worth, Associated
Representative.....Free & Peters
Membership .....NARTB
President-Gen. Mgr.....William D. Pyle
Station Manager.....T. C. Ekrem
Commercial Manager.....Con Hecker
Program Director.....V. W. Corbett
Publicity Director.....Ben H. Stanton
Chief Engineers.....W. D. Pyle, T. C. Ekrem

KIUP

DURANGO—1935—MBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....San Juan Bcstg. Co.
Address.....P. O. Box 799
Phone Number 117
News Service .....UP
Transcription Service.....SESAC, Thesaurus, World
Representative .....Holman Co.
President .....Mike Cummins
General Manager.....R. E. O'Brien
Commercial Manager.....Ken Gray
Promotion Manager.....Lindsey Becker
Program Director.....Don Husted
Publicity Director.....Tracey Snelling
Chief Engineer.....Henry Pollman

KGMC

ENGLEWOOD—1951

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By....Radio Station KGMC
Address.....3355 S. Broadway
Phone Number.....Sunset 1-4481
News Service .....UP
Co-owner.....Grady F. Maples
Co-owner, Prog. Dir., Prom. Mgr..R. B. McAlister
Commercial Manager.....J. K. Brothers
Chief Engineer.....D. F. White, Jr.

KCOL

FT. COLLINS—1947—COLUMBINE INTERMOUNTAIN

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Northern Colo. Bcstg. Co.
Business-Studio Address..1600 La. Porte Ave.
Phone Number 2600
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
President .....Herb Hollister
General Manager.....Ellis Atteberry
Commercial Manager.....Bob McClary
Program Director.....Hollis Hoff
Chief Engineer.....Cecil Whitchurch

KFTM

FORT MORGAN—1949

Frequency: 1260 Kc.....Power: 500 Watts
Owned-Oper. By...Morgan County Bcstg. Co.
Address.....P. O. Box 431
Phone Number 1000
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
President, Manager.....Robert H. Dolph
General Manager.....Donnell K. Smith
Program Director.....Joyce Repp
Chief Engineer.....Richard Oldfield

KGLN

GLENWOOD SPRINGS—1950—MBS WESTERN SLOPE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Western Slope Bcstg. Co.
Address.....P. O. Box C
Phone Number 777
Representative .....Holman
News Service .....UP
Pres., Gen. Mgr.....Rex Howell
Sta., Comm., Prom. Mgr.....Jerry Fitch
Pgm., Publ. Dir.....Gene Curtis
Chief Engineer.....Rex Howell

KEXO

GRAND JUNCTION—1948 COLUMBINE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Voice of Western Colo., Inc.
Address.....2508 North Ave.
Phone Number 1230
Air Time.....6 a.m.-12M.
News Service .....INS
Transcription Service.....Capitol, Thesaurus, World
Representative.....Harlan Oakes
Membership .....NARTB, BAB
President.....D. Spencer Grow
Gen., Sta. Mgr.....Abbott Tessman
Comm., Sls. Prom. Mgr., Prog. Dir.....Robert Collins
Publicity Director.....Mildred Fuller
Chief Engineer.....Lloyd Wilson

KFXJ

GRAND JUNCTION—1926—MBS
WESTERN SLOPE-INTERMOUNTAIN

Frequency: 920 Kc.....Power: 1000 Watts d: 500 Watts n.
Owned-Oper. By....Western Slope Bcstg. Co.
Business-Studio Address.....Hillcrest Manor
Phone Number 1300
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Hal Holman
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Rex Howell
Sta., Comm., Sls. Prom. Mgr..E. Anson Thomas
Program Director.....Peg Thomas
Chief Engineer.....R. G. Howell

KFKA

GREELEY—1921

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By..Mid.Western Bcstg. Co., Inc.
Business-Studio Address.....620—8th Ave.
Phone Number 450-1
Air Time.....Full Time
Representative .....Hal Holman
News Service .....UP
Transcription Service..Lang-Worth, Thesaurus, SESAC
Pres., Gen. Mgr.....H. E. Green
Comm., Prom. Mgr.....William G. Stewart
Program Director.....Jack Redus
Chief Engineer.....Harry Brewer

KYOU

GREELEY—1948—KBS-COLUMBINE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Meroco Bcstg. Co.
Address.....2424 6th Avenue
Phone Number 3275
Air Time .....Unlimited
News Service .....AP
Representative .....McGillvra, Inc.
Transcription Service .....World
Membership .....BAB
President, Gen. Mgr.....Elwood H. Meyer
Program Director.....Glenn E. Stutzman
Chief Engineer.....John T. Roscoe

KBNZ

LA JUNTA—1937—MBS-KBS
COLUMBINE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Otero Broadcasting Co.
Address .....Radio Building
Phone 42
Air Time.....6:00 a.m.-12M.
News Service.....UP
Representative .....Clark
President.....M. S. Morrison
Gen., Sta. Mgr.....R. D. Gerkin
Commercial Manager.....John C. Lee
Program Director.....F. J. Gerkin
Chief Engineer.....Charles Barclay

KLMR

LAMAR—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....SE Colorado Bcstg. Co.
Address .....Lamar, Colorado
Phone Number 804
News Service .....AP
Transcription Service .....World
President.....Ralph Eaton
Gen., Sta. Mgr.....Everett Shupe
Comm., Prom. Mgr.....Dennis Behan
Program Director.....Kay Roe
Chief Engineer.....Roy Nogrady

KLVC

LEADVILLE—1951—KBS
COLUMBINE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Leadville's Top of the Nation Station, Inc.
Address.....520 W. 6th St.
Phone Number 70
Representative .....Clark
President.....Vir N. James
General Manager.....Donald F. Stephens
Program Director.....Flora Stephens
Chief Engineer.....Donald G. Youmans

KLMO

LONGMONT—1949—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Longmont Bcstg. Co.
Phone Number 1050
News Service .....UP
Transcription Service .....Lang-Worth
Pres.-Gen. Mgr.....J. P. Dubberley
Comm. Mgr.....Jack Stirling
Program Director.....Richard Boyll
Chief Engineer.....Walter Robinson

KUBC

MONTROSE—1947—KBS
COLUMBINE-INTERMOUNTAIN

Frequency: 1260 Kc.....1000 Watts d.; 500 Watts n.
Owned-Operated By..Uncompaghre Bcstg. Co.
Business-Studio Address.....P. O. Box 279
Phone Number 199
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Capitol
Representative.....Hil F. Best
Membership .....NARTB, BAB

President.....F. J. Hartman
Gen.-Sta. Mgr.....Geo. Cory
Comm., Sales Prom. Mgr.....Bob Hale
Program Director.....Laura Colliver
Chief Engineer.....Charles Chaney

KCSJ

PUEBLO—1947—MBS-COLUMBINE INTERMOUNTAIN

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Star Bcstg. Co., Inc.
Address.....211 W. 5th St.
Phone Number 8522
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Avery-Knodel, Inc.
Membership .....NARTB
Pres., Gen. Mgr.....Bob Clinton
Comm., Sls. Prom. Mgr.....Bob Clinton
Sta. Mgr., Pgm., Publ. Dir.....Larry Gordon
Chief Engineer.....Dale Redlingshafer

KDZA

PUEBLO—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Pueblo Radio Co.

25 Years
of Blue Ribbon Service

KGHF

PUEBLO, COLORADO

5000 W. ABC

delivering Colorado's second
leading market night and day

Represented by
GILL-PERNA, Inc.

Address .....3011 Elizabeth
Phone Number 1255
News Service .....AP
Transcription Service.....Lang-Worth
Representative .....McGillvra
President-Gen. Mgr.....Dee B. Crouch
Sales Prom. Manager.....Barry Tucker
Chief Engineer.....Jack Lundquist

KGHF

PUEBLO—1927—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By..Colorado Bcstg. Co., Inc.
Address.....Pueblo Savings & Trust Bldg.
Phone Number 3877
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, SESAC
Representative.....Gill-Perna, Inc.
Membership .....NARTB, BAB
President .....Gifford Phillips
General Manager.....Robert D. Ellis
Commercial Manager.....Bill Mahoney
Station Manager.....J. H. McGill
Chief Engineer.....Willis C. Shanks

KVRH

SALIDA—1948—KBS COLUMBINE-INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Vir N. James
Phone Number 30
News Service .....INS
Representative .....Clark
Membership .....NARTB, BAB
Pres., Gen., Comm. Mgr.....Vir N. James
Program Dir.....Clo B. James
Chief Engineer.....Philip Parmelee

KGEK

STERLING—1925

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Operated By.....Elmer G. Beehler
Address .....Fleming Rd.
Phone Number 679
News Service .....UP
Owner, Gen. Mgr.....Elmer G. Beehler

KCRT

TRINIDAD—1947—MBS-KBS

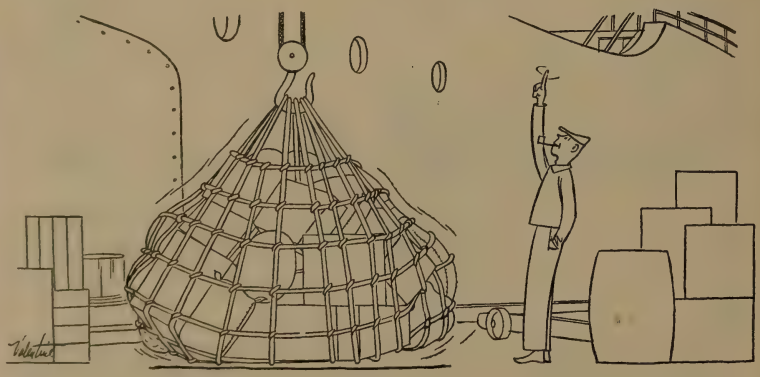
Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KCRT, Inc.
Address.....South Country Club Dr.
Phone Number 338
News Service .....UP
Transcription Service .....World
Gen., Sta., Comm. Mgr.....Cal Perley
Pgm., Publ. Dir.....Martin Mendine
Chief Engineer.....Earnest M. Cooper

WHY IS AP

THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

There is always a most efficient way to do a job . . .



For your SELLING job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

CONNECTICUT

Pop. April 1, 1953 (Est.) 2,121,000 — Total Housing Units 617,000
Families April 1, 1953 (Est.) 578,000 — Stations in State 25

WICC

BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Bridgeport Bcstg. Co.
Address.....114 State St.
Air Time.....24 hrs.
News Service.....AP
Phone Number 5-4144
Transcription Service...Associated, Thesaurus
Representative.....Adam Young & Co.
Pres., Gen., Sta. Mgr.....Philip Merryman
Commercial Manager.....Manning Slater
Sales Promotion Manager.....Jay Hoffer
Program Director.....Bob Crane
Chief Engineer.....Ralph Winquist

(*See Page* 366)

WNAB

BRIDGEPORT—1941
ABC-CONN. STATE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WNAB, Inc.
Business-Studio Address.....991 Broad St.
Phone Number 3-3112
Air Time .....Full Time
News Service .....UP
Representative .....Rambeau, Bannan
President-Chief Engineer.....Harold Thomas
General, Sta. Manager.....Levon Thomas
Commercial Manager.....Ray Colonari
Program Director.....Jack Dahlby
Publicity Director.....Grace Kaltenbach

WBIS

BRISTOL—1948

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Oper. By.....The Bristol Bcstg. Corp.
Business-Studio Address.....183 Main St.
Phone Number 9265
Air Time .....Daytime
News Service .....UP
Representative .....McGillvra
President.....Frederick W. Beach
Gen., Sta., Comm. Mgr.....Cal Kolby
Program Director.....Bob Gillespie
Sales Promotion Manager...Amleto Ciccarelli
Publicity Director.....Sally Easton
Chief Engineer.....Richard L. Ricci

WLAD

DANBURY—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By....Berkshire Bcstg. Corp.
Business-Studio Address.....207 Main St.
Phone Number 8-3565
Air Time .....Daytime
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Rambeau
President.....John P. Previdi
Gen., Comm. Mgr., Pub. Dir.....Sol Robinson
Program Director.....Eleanor Kemble
Chief Engineer.....Rudolph Cehak

WCCC

HARTFORD—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By..Greater Hartford Bcstg Corp.
Address .....Hotel Bond
Phone Number 5-6648
Air Time.....Local sunrise-local sunset
News Service .....UP
President, Gen. Mgr.....William M. Savitt
Sec't, Treas.....M. Savitt
Sta., Comm. Mgr.....Alex Buchan
Prod. Mgr.....B. LaCoe
Mchdsg. Mgr.....E. Seltzer
Traffic Mgr.....Barbara Heintz
Chief Engineer.....John Rameika

We
Cover
Central
Connecticut

Hartford's only station offering music and news all day, every day.

"There's T. N. T. on W C C C"
(Time, News, Temperature, including weather every fifteen minutes, every weekday.)

1290 K. C.

why

WICC

is tops

in the

RICH

BRIDGEPORT

NEW HAVEN

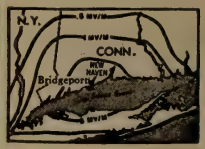
MARKET*

- **WICC Promotion**
  Contest produced largest movie house for '52

- **WICC Merchandising**
  Complete Sponsor Identification

- **WICC Personalities**
  Wallie Dunlap (left), area's highest-rated afternoon deejay.
  (2:30-5, Mon.-Fri.)

  Bob Crane (right), pulls 65% share of audience.
  (6-9 AM, Mon.-Sat.)



* For confirmation of above claim, refer to New Haven Pulse, Jan. '52 and Bridgeport Hooper, March '52.

REPRESENTED NATIONALLY BY
ADAM YOUNG, JR.

WDRC

HARTFORD—1922—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By..The Connecticut Bcstg. Co.
Business-Studio Address.....750 Main St.
Phone Number 7-1188
Air Time.....Full Time
News Service .....UP
Representative.....Paul H. Raymer
Membership .....NARTB
President.....Franklin M. Doolittle
General Manager.....Walter B. Haase
Comm., Sales Prom. Mgr.....William F. Malo
Program, News Dir.....Harvey H. Olson
Chief Engineer.....Henry M. Broderick, Jr.

WONS

HARTFORD—1935—MBS-YANKEE

Frequency: 1410 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Yankee Network Div. of General Teleradio, Inc.
Business-Studio Address..54 Pratt St. (WONS)
Phone Number 7-9131
Air Time.....Full Time
News Service .....UP
Transcription Service .....Associated
Representative.....H-R Reps, Inc.
President.....Thomas F. O'Neil
Gen. Managers..Ed. Palen & Frank McGivern
Sales Promotion Mgr.....Al Henry
Commercial Manager.....Cy Kaplan
Program Director.....Crean Patterson
Chief Engineer.....Rogers Holt

WTHT

HARTFORD—1936
ABC-CONN. STATE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Hartford Times, Inc.
Business Address.....555 Asylum St.
Phone Number 2-0237
Air Time.....Full Time
News Service .....AP
Representative.....Everett-McKinney, Bannan
Membership .....NARTB
General Manager.....C. Glover DeLaney
Assistant Manager.....R. K. Blackburn
Commercial Manager...Leonard R. Schoenfeld
Program Director.....Mitchell Betters
Chief Engineer.....Charles S. Masini

WTIC

HARTFORD—1925

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Travelers Bcstg. Service
Business-Studio Address.....26 Grove St.
Phone Number 5-0801
Air Time.....Full Time
News Service .....AP, INS
Transcription Service....Lang-Worth SESAC
Representative .....Weed
Membership .....NARTB, BAB
President.....Jesse W. Randall
Vice Pres.-Gen. Mgr.....Paul W. Morency
Asst. Gen. Mgr. Chg. Sales....Walter Johnson
Asst. Sales Mgr.....Irwin Cowper
Program Director.....Leonard J. Patricelli
Asst. Program Director.....Paul Lucas
Production Dir.....George Bowe
Director Public Relations....Bernard Mullins

(*See Page* 364)

WMMW

MERIDEN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By....Silver City Crystal Co.
Business-Studio Address.....8½ W. Main St.
Phone Number.....5-5747
Air Time .....Daytime
News Service.....UP
President.....C. A. Schultz
General Manager.....Alex Buchan
Commercial Manager.....G. A. Kruttschnitt
Program Director.....Leo Finn
Commercial Manager.....R. A. Barrett
Chief Engineer.....John Roache

WCNX

MIDDLETOWN—1948

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Co.
Business-Studio Address.....460 Main St.
Phone Number 7-2565
Managing Dirs.....R. J. O'Brien, W. J. O'Brien
General Manager.....Harold R. Nelson
Publicity Director.....Lou Brooks
Chief Engineer.....Kenneth A. F. Bishop

WHAY

NEW BRITAIN—1949

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..Central Conn. Bcstg. Co.
Business Address.....22 Grove Hill
Phone Number.....3-2721
Air Time .....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Adam Young, Bannan
President .....Patrick Goode
Exec. Vice-Pres.....Edward D. Taddei
General Manager.....Aldo DeDominicis
Station Manager.....Leo Borin
Commercial Manager.....Thomas Meade
Program Director.....Pete Stoner
Chief Engineer.....Hillis W. Holt

WKNB

NEW BRITAIN—1946

Frequency: 840 Kc....Power: 1000 Watts d.
Owned-Oper. By.....New Britain Bcstg. Co.
Address.....213 Main St.
Phone Number.....Baldwin 3-3603

Air Time .....Daytime
Representative .....Bolling
President .....Julian Gross
General Manager.....Peter B. Kenney
Commercial Manager.....David Scott
Program Director.....Robert Andrews
Publicity Director.....Erwin Needles
Chief Engineer.....John Shipley

WAVZ

NEW HAVEN—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WAVZ Bcstg. Corp.
Business-Studio Address.....152 Temple St.
Phone Number.....SPruce 7-4761
Air Time.....Local sunrise-local sunset
News Service .....AP
Representative .....Keller
President.....Victor W. Knauth
V.P., Gen., Sta. Mgr.....Daniel W. Kops
Prog. Director.....Burton Miller
Publicity Director.....Jack Nelson
Chief Engineer.....Ralph Carrano

WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By....Conn. Radio Foundation, Inc.
Business-Studio Address.....221 Orange St.
Phone Number.....UNiversity 5-1133
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
President .....H. C. Wilder
General, Station Manager...Richard W. Davis
Comm., Prom. Mgr.....Edwin H. Schweitzer
Publicity Director.....Rudy Frank
Program Director.....Charles H. Wright
Chief Engineer.....Fred King

WNHC

NEW HAVEN—1944—CONN. STATE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Elm City Bcstg. Corp.
Business-Studio Address.....1110 Chapel St.
Phone Number.....SP 7-3611
Air Time .....Full Time
News Service.....AP, INS
Transcription Service.....World
Representative.....Katz Agency
Membership .....NARTB
President.....Patrick J. Goode
General Manager.....Aldo DeDominicis
Exec. Vice-Pres.....Edward D. Taddei
Commercial Manager.....J. Vincent Callanan
Station Manager.....Edward C. Obrist
Program Director.....Walter Nielson
Prom. Mgr., Publ. Dir.....James W. Evans
Chief Engineer.....Vinnie DeLaurentis

WNLC

NEW LONDON—1936 — MBS YANKEE, CONN. ST.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Thames Bcstg. Corp.
Business-Studio Address.....281 State St.
Phone Number 2-4365
Air Time.....Unlimited
Representative .....Everett-McKinney
News Service.....UP
President-Gen. Sta. Mgr.....Gerald J. Morey
Comm.-Sales Prom. Mgr.....Leo B. Keegan
Prog., Publ. Dir.....Nelson Brown
Chief Engineer.....Gerald J. Morey

WNLK

NORWALK—1948

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By..Norwalk Bcstg. Co., Inc.
Business-Studio Address....Main & Wall Sts.
Phone Number 8-5566
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Rambeau
Pres., Gen. Mgr.....James Stolcz
Program Director.....John Naylor
Production Director.....Milton Warren
Chief Announcer.....Richard W. Bounerba

WICH

NORWICH—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Conn Bcstg. Co.
Business-Studio Address.....P. O. Box 629
Phone Number 7-1613
Air Time.....Full Time
News Service .....UP
Transcription Service.....World
Membership .....NARTB
President-General Mgr.....John Deme
Publicity Director.....Edward Adler
Chief Engineer.....Alexander Dubenetsky

WSTC

STAMFORD—1941 ABC-CONN. STATE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....W. Conn. Bcstg. Co.
Business-Studio Address.....270 Atlantic St.
Phone Number 4-7575
Air Time.....6:30 a.m.-M.
Newspaper Affiliation.....Stanford Advocate
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Everett-McKinney
President .....Kingsley Gillespie
Gen.-Sta. Manager.....Julian Schwartz
Chief Engineer.....Fred Muckenhaupt

WLCR

TORRINGTON—1946

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Litchfield Cty. Radio Corp.
Business-Studio Address.....23 Main St
Phone Number 4173
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayer
Pres., Gen. Mgr.....Charles O. Scott
Sales Prom. Mgr.....Joe Storm
Program Director.....Hugh Franklin
Chief Engineer.....Alfred Pallokat

WTOR

TORRINGTON—1948
CONN. STATE—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Torrington Bcstg. Co., Inc.
Business-Studio Address.....93 Perkins St.
Phone Number 4181
Air Time.....Full Time
News Service .....AP
Representative .....Rambeau
Station Manager.....Edmund Waller
Commercial Manager.....John J. Morris
Program Director.....Richard C. Kilbourn
Chief Engineer.....Arthur Marcus

WATR

WATERBURY—1934
ABC-CONN. STATE

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....The WATR Co., Inc.
Business-Studio Address.....440 Medow St.
Phone Number 5-1121
Air Time.....7 a.m.-M.
News Service .....UP
Representative.....William G. Rambeau
Membership .....NARTB
President-Gen. Mgr.....Harold Thomas
Sta.-Comm. Mgr.....Sam Elman
Sales Prom. Mgr.....Wallace Gordon
Program Director.....Wally King
Publicity Director.....Joseph C. Callan
Chief Engineer.....Russell Jensen

WBRY

WATERBURY—1934—CBS

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By...American-Republican, Inc.
Business-Studio Address.....P. O. Box 1627
Phone Number 3-1125
Air Time.....6:55 a.m.-12:05 a.m.
News Service .....INS
Transcription Service .....World
Representative .....Avery-Knodel,
Kettel-Carter (Boston)
Membership .....NARTB, BAB
President.....William J. Pape
General Manager.....James H. Darcy
Commercial Manager.....Harry A. DeVorken
Station Manager.....J. Maxim Ryder
Program Director.....Walter O. Howard
Prom. Mgr., Publ. Dir.....Robert S. Holczer
Chief Engineer.....Frank B. Hales

WWCO

WATERBURY—1946
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.Mattatuck Bcstg. Co., Inc.
Business-Studio Address....119 W. Main St.
Phone Number 4-5141
Air Time.....Full Time
News Service .....AP
Representative .....McGillvra
President.....William G. Wells
Commercial Manager.....Gustave Nathan
Program Director.....Robert C. Crager
Chief Engineer.....Clifford Sloat

HELP

THE

RED

CROSS

DELAWARE

Pop. April 1, 1953 (Est.) 329,000 — Total Housing Units 97,002
Families April 1, 1953 (Est.) 88,000 — Stations in State 6

WDOV

DOVER—1948

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Del. State Capital Bcstg. Corp.
Business Address..Bradford & Loockerman Sts.
Phone Number 5816
Air Time.....6:30 a.m.-Sunset
News Service .....AP
Representative .....Rambeau
President.....Dr. C. F. Freed
Gen., Sta. Mgr., Pgm. Dir.....Mildred Carroll
Commercial Manager.....William S. Freed
Chief Engineer.....B. Brownell

WJWL

GEORGETOWN—1951

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Rollins Bcstg., Inc.
Address .....DuPont Highway
Phone Number 2567
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Pearson
President.....John W. Rollins
Vice-President.....O. Wayne Rollins
Gen., Comm. Manager.....Norman M. Glenn
Air Time.....6:00 a.m.-12:30 a.m.
Program Director.....Bill Jaeger
Chief Engineer.....Edward Marzoa

WAMS

WILMINGTON—1948—MBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By...Wilmington Tri-State Bcst. Co., Inc.
Bus.-Studio Address.....321 Delaware Ave.
Phone Number 4-8882
Air Time.....6:00 a.m.-12:30 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Hollingberry
President.....Frank S. Carrow
General Manager.....Edwin A. McKeon
Comm. Mgr.....William S. Ewing
Publicity Director.....Don Mathewson
Program Director.....Tim Crow
Chief Engineer.....Perley Tribou

WDEL

WILMINGTON—1922—NBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Business-Studio Address....10th & King Sts.
Phone Number 7268
Air Time.....6:00 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB, BAB
Station Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager....J. Robert Gulick
Program Director.....Harvey C. Smith

WILM

WILMINGTON—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Delaware Bcstg. Co.
Business-Studio Address.....920 King St.
Phone Number 4-7771
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Bolling Co.
Membership .....NARTB, BAB
President--Gen., Sta. Mgr...Ewing B. Hawkins
Comm., Prom. Mgr.....Jackson F. Lee
Program Director.....Warren Keyser
Chief Engineer.....H. Edwin Kennedy

WTUX

WILMINGTON—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By....Port Frere Bcstg. Co., Inc.
Business-Studio Address.....1326 Market St.
Phone Number.....Wilmington 5-8821
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NARTB, BAB
Pres.-Sta. Mgr.....Gordon K. MacIntosh
General Mgr.....Howard Robinson
Comm. Mgr.....Julian A. Todd
Program Director.....William H. Gehlert
Publicity Director.....Justina Spagnolo
Chief Engineer.....Wayne Neuhaus

DISTRICT OF COLUMBIA

Pop. April 1, 1953 (Est.) 845,000 — Total Housing Units 236,000
Families April 1, 1953 (Est.) 219,000 — Stations in State 7

WGMS

WASHINGTON, D. C.—1947

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Good Music Station, Inc.
Address.....1125 Vermont Ave., N.W.
Phone Number.....Executive 3-8676
Transcription Service .....Associated
News Service .....AP
Air Time.....6:30 a.m. to Sunset
President .....Morris Rodman
Gen., Comm. Mgr.....M Robert Rogers
Program Director.....Pierson Underwood
Chief Engineer.....Nick Chaconas

WMAL

WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....The Evening Star Bcstg. Co., Inc.
Bus.-Studio Add...4461 Connecticut Ave., N.W.
Phone Number.....Kellogg 7-1100
Air Time.....Full Time
News Service .....AP
Transcription Service .....SESAC
Newspaper Affiliation.....Evening Star
Representative.....The Katz Agency
Membership .....NARTB
President.....S. H. Kauffmann
V.P., General Manager.....K. H. Berkeley
Ass't General Manager.....Charles Kelly
Director-Sales .....Mahlon Glascock
Radio Sales Mgr.....Harvey Glascock
Chief Engineer.....Frank Harvey

WOL

WASHINGTON, D. C.—1924

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Peoples Bcstg. Corp.
Address.....1000 Connecticut Ave.
Phone .....MEtropolitan 8-0010
Air Time.....Full Time
Transcription Service .....SESAC
News Service.....AP, UP
Membership .....NARTB

President ..... Murray Lincoln
General Manager ..... Herbert E. Evans
Station Manager ..... Ben E. Wilbur
Commercial Manager ..... Sid Slappey
Program Director ..... George Campbell, Jr.
Chief Engineer ..... Harold Reed

WOOK

WASHINGTON, D. C.—1940

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... United Bcstg. Co.
Business-Studio ..... 8th & Eye Sts., N.W.
Phone Number ..... Republic 8000
News Service ..... UP
Pres., Gen., Comm. Mgr. ..... Richard Eaton
Station Manager ..... Arnold B. Fort
Program Director ..... Clifton D. Holland
Editor ..... Arthur A. Snowberger

WRC

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... National Bcstg. Co., Inc.
Business-Studio Address .... 724 14th St., N.W.
Phone Number ..... Republic 4000
News Service ..... AP, INS, UP
Transcription Service .... Thesaurus, Standard
Representative ..... NBC Spot Sales
Membership ..... NARTB, BAB
President ..... (NBC) Joseph McConnell
Vice-Pres. (Wash.) ..... Francis Russell
General Manager ..... Eugene Juster
Business Manager ..... George Sandefer
Program Director ..... Kenneth French
Sales Prom. Mgr., Pub. Dir. ..... John Ghilain
Musical Director ..... Fritz Balzer
Chief Engineer ..... Charles College

WTOP

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc. ..... Power: 50,000 Watts
Owned-Operated By ..... WTOP Inc.
Business-Studio Address ..... Warner Bldg.
Phone Number ..... Metropolitan 8-3200
Air Time ..... Full Time
News Service ..... AP, UP, INS
Representative ..... CBS Radio Spot Sales
President, Gen. Mgr. ..... John S. Hayes
V.P., Comm. Mgr. ..... George Hartford
V.P., Program Director ..... Lloyd Dennis
Sales Promotion Mgr. ..... Haywood Meeks
Publicity Director ..... Cody Pfanstiehl
V.P., Chief Engr. ..... Clyde Hunt

WWDC

WASHINGTON, D. C.—1941—MBS

Frequency: 1260 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Capital Bcstg. Co.
Business-Studio Address ..... 1627 K St., N.W.
Phone Number ..... Sterling 3-3800
Air Time ..... Full Time
News Service ..... AP, UP
Transcription Service ... Standard Lang-Worth, Thesaurus
Representative ..... Blair
Membership ..... NARTB, BAB
President ..... Joseph Katz
General Manager ..... Ben Strouse
Comm. Manager ..... Herman Paris
Program Director ..... Norman Reed
Sls. Prom., Pub. Dir. ..... Irving Lichtenstein
Chief Engineer ..... Ross H. Beville

Washington's
BEST

BUY
Ask your John Blair man for the WWDC story!

FLORIDA

Pop. April 1, 1953 (Est.) 2,884,000 — Total Housing Units 966,000
Families April 1, 1953 (Est.) 895,000 — Stations in State 78

WSWN

BELLE GLADE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Seminole Bcstg. Co.
Business Address.....P. O. Box 8
Phone Number.....2063
Air Time.....Daytime
News Service.....UP
Transcription Service.....Thesaurus, SESAC, World
Membership.....NARTB
President.....Dr. R. G. Nelson
V.P., Gen. Mgr.....Mrs. Mary Foy
Sales Manager.....Marvin Smith
Program Director.....Don Day
Chief Engineer.....C. S. Clemans

WTRL

BRADENTOWN—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Trail Bcstg. Corp.
Business Address.....Memorial Pier
Phone Number.....37-561
Air Time.....Full Time
News Service.....AP
Representative.....Hil Best
Transcription Service.....World
Exec. Vice-Pres.....Howard A. Donahoe
Station Mgr.....George W. Manning
Program Manager.....Cale D. Moore
Chief Engineer.....Marlen J. Hager, Sr.

WTAN

CLEARWATER—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Clearwater Ra. Bcstrs., Inc.
Business Address.....Municipal Auditorium
Phone Number.....33084
Air Time.....6:00 a.m.-12 M.
News Service.....UP
Transcription Service.....World
Representative.....McGillvra
President.....Otis E. Pruitt
General, Station Manager.....H. D. Parker
Commercial Manager.....F. L. Parker
Program Director.....L. H. Falconnier
Chief Engineer.....John D. Callan

WKKO

COCOA—1952

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Brevard Bcstg. Co.
Address.....Box 387
News Service.....UP
General Manager.....Emerson W. Browne
Program Director.....Carl G. Collins, Jr.
Chief Engineer.....Davis E. Wilson

WTTT

CORAL GABLES—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Atlantic Shores Bcstg.
Business-Studio Address....350 Aragon Ave.
Phone Number.....83-4663
General Manager.....David H. Freedman

WVCG

CORAL GABLES—1948

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By....Peninsular Bcstg. Corp.
Business Address.....223 Aaragon Ave.
Phone Number.....48-7411
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Associated
President-General Mgr.....George W. Thorpe
Commercial Manager.....T. Hooke McCallie
Program Director.....Robert S. Stevens
Chief Engineer.....Daniel McMillin

WCNU

CRESTVIEW—1948—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By....Gulfshores Bcstg. Co.
Business-Studio Address.....Box 518
Phone Number.....3511
News Service.....AP
Transcription Service.....World, SESAC
Pres. & Co-owner.....D. Grady O'Neal
Sec. & Treas., Co-owner.....H. French Brown
General Manager.....Sam F. Townsend

WMFJ

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Business-Studio Address.....444 N. Beach St.
Phone Number.....6491
Air Time.....6:30 a.m.-12 M.
News Service.....UP
Transcription Service.....SESAC
Representative....Joseph Hershey McGillvra
Membership.....NARTB, BAB
Station Manager.....Ray Clancy
Commercial Manager.....John S. Pitts
Program Director.....Mildred Mullin
Chief Engineer.....Webster K. Ellenwood

WNDB

DAYTONA BEACH—1948

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Operated By.....News-Journal Corp.
Business-Studio Address...128 Orange Ave.
Phone Number.....2-0531
Air Time.....Full Time
News Service.....AP
Transcription Service.....World
Representative.....John H. Perry
Membership.....NARTB
Gen.-Sta.Mgr.....Jerry Stone
Comm., Prom. Mgr.....R. Y. Huffman
Prog., Publ. Dir.....William R. Steadman
Chief Engineer.....F. A. Scott

WROD

DAYTONA BEACH—1947—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Daytona Beach Bcstg. Corp.
Bus. Address.....Wilder Blvd. & S. Beach St.
Phone Number.....4626
Air Time.....Full Time
News Service.....UP
Transcription Service.....Capitol
Representative.....Rambeau
Pres.-Gen. Mgr.....E. J. Sperry
Commercial Manager.....Norman Lemstrom
Pgm. Dir.....R. C. Fellows
Chief Engineer.....L. M. Menard

WJBS

DELAND—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....John B. Stetson Univ.
Address.....220 East Hubbard Ave.
Phone Number.....1490
News Service.....AP
Transcription Service.....Thesaurus
Gen. Mgr., Prog. Dir.....C. L. Menser
Station Manager.....Lauren Mickle
Comm., Prom. Mgr.....Robert Walton
Chief Engineer.....Don Hall

WBRD

FT. LAUDERDALE—1950—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Broward Bcstg. Co.
Address.....P. O. Box 78
Phone Number.....2-2563
News Service.....UP
Representative.....Hil F. Best
President.....L. C. Judd
Gen., Sta. Mgr.....Robert Standart III
Commercial Mgr.....C. Gravett
Chief Engineer.....Bill Latham

AP SELLS

For Stations and Sponsors—

For instance . . . WNDB

"Featuring AP news every hour provides our best adjacencies. All 60 AP news programs per week are sold, as are all adjacencies. Many sponsors take the adjacencies while waiting to grab the next available 5-minute news program."

JERRY STONE,
General Manager,
WNDB, WNDB-FM, Daytona Beach, Fla.

WFTL

FORT LAUDERDALE—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Gore Pub. Co.
Bus.-Studio Address.....7185 S.E. 15th St.
Phone Number.....3-2511
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NARTB, BAB
President.....J. W. Dickey
Gen., Sta., Comm. Mgr.....R. L. Bowles
Program Director.....Jack W. Swart
Chief Engineer.....Richard P. Northey

WMYR

FT. MYERS—1952

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Robert Hecksher
Address.....33 East Hanson St.
Phone Number 5-1175
Transcription Service .....Lang-Worth
News Service .....UP
Commercial Manager.....Kenneth M. Parke

WINK

FT. MYERS—1940—CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Ft. Myers Bcstg. Co., Inc.
Address .....Box 1072
Phone Number 4-1341
News Service .....AP
Representative .....Donald-Cooke
Co-Owner.....Arthur B. McBride
Co-o. & V.P.....Daniel Sherby
Gen. Mgr., Prog. Dir.....A. J. Bauer
Commercial Manager.....Dan Harlacher
Chief Engineer.....James Lacy

WIRA

FORT PIERCE—1946—MBS-NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Indian River Bcstg. Co.
Business Address.....Melody Lane
Air Time .....6:30 a.m.-11:15 p.m.
News Service .....UP
Membership .....NARTB
Transcription Service .....World
Pres., Gen.-Sta. Mgr.....Douglas Silver
Program Director.....Marjorie B. Silver
Commercial Manager.....J. Kingsley Butt
Chief Engineer.....James Sowinski

WGGG

GAINESVILLE—1948—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Alachua County Broadcasting Co., Inc.
Business-Studio.....P. O. Box 501
Phone Number 5791
News Service .....AP
Transcription Service .....World
Representative .....Best
Membership .....NARTB
Pres., Gen. Mgr., Ch. Eng...R. M. Chamberlin
Commercial Manager.....Leon E. Mims
Program Director.....Pierre A. Bejano
Promotion Manager.....Lee Shannon
Publicity Director.....Stanley S. Reich

WRUF

GAINESVILLE—1928—MBS

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Univ. of Fla.
Business-Studio Address.Campus, Univ. of Fla.
Phone Number.....3261, Ext. 466-7-8
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NORTB, BAB
General Manager.....Garland Powell
Commercial Manager.....John Donavant
Station Manager.....Ray Dantzler
Chief Engineer.....Garvin Combs

WIVY

JACKSONVILLE—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WIVY, Inc.
Business-Studio Address.....Springrove Ave.
Phone Number 4-7722
News Service .....INS
Representative.....Thomas F. Clark
Membership .....NARTB
Pres., Gen. Mgr.....Edward J. Oberle
Sta. Mgr., News Dir.....Alexander Kiersey
Commercial Manager.....Arman Reinke
Program Director.....Richard Webb
Sls. Prom. Mgr., Pub. Dir.....James Atkins
Chief Engineer.....James Stephens

WJHP

JACKSONVILLE—1940—MBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Journal Co.
Business-Studio Address.....50 0Laura St.
Phone Number 4-7711
Air Time.....6 a.m.-12M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....John H. Perry Associates
President.....John H. Perry, Jr.
Gen., Sta. Mgr.....Milford A. Reynolds
Chief Engineer.....Beecher Hayford

WJAX

JACKSONVILLE—1925—NBC

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..City of Jacksonville, Fla.
Business-Studio Address.....1 Broadcast Pl.
Phone Number 4-1681
Air Time.....Full Time
Transcription Service .....Thesaurus
Representative.John Blair; Harry E. Cummings
Gen., Sta. Mgr.
Chief Engr.....John T. Hopkins, III
Publ., Pgm. Dir.....Marion D. Trowell
Commercial Manager.....J. W. Douglass

WMBR

JACKSONVILLE—1934—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Florida Bcstg. Co.
Business-Studio Address.....605 Main St. S.
Phone Number 9-4475
Air Time.....Full Time
News Service .....UP
Representative .....Avery-Knodel
President .....Frank King
Comm. Mgr.....Charles M. Stone
Program Director.....Jack Newsom
Production Mgr.....Larry Scarborough
Chief Engineer.....Ernest B. Vordermark

WOBS

JACKSONVILLE—1948

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By...So. Radio and Equipt. Co.
Business-Studio Address.....1036 Mary St.
Phone Number 98-3411
Air Time.....Sunrise to sunset
Station Representative.....Forjoe
President.....E. D. Rivers, Sr.
General Manager.....John Bolling
Station Manager.....Steve Hunter
Comm., Prom. Mgr.....R. L. McQuage

WPDQ

JACKSONVILLE—1942

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Bcstg. Corp.
Phone Number.....4-4421
Studio Address.....Gulf Life Bldg.
Air Time.....5:30 a.m.-1:00 a.m.
News Service .....UP
Transcription Service .....Capitol
Station Representative.....O. L. Taylor
President.....James R. Stockton

FIRST
IN LISTENER PREFERENCE
IN
FABULOUS FLORIDA'S
FIRST
CITY OF YEAR-ROUND SALES, AND
FIRST
IN COVERAGE IN NORTH FLORIDA AND
SOUTH GEORGIA

W-J-A-X

930 kc — 5,000 watts

W-J-A-X—FM

95.1 mg

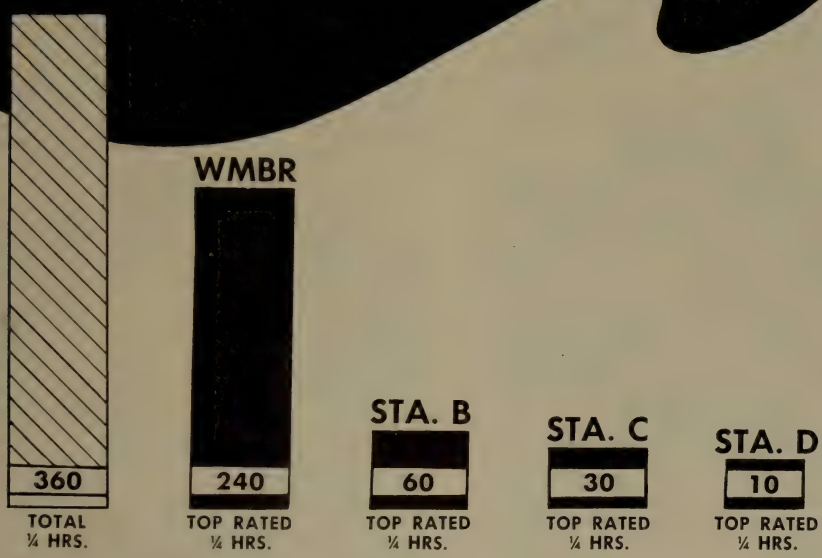
JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS

J. D. Kennedy, Commissioner in Charge — John T. Hopkins III, Manager

AN NBC AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS

4 to 1 Jacksonville's BEST BUY



The November Jacksonville Pulse rates WMBR FIRST in 240 quarter-hours from 6:00 AM to Midnight, Monday through Friday. Four times better than any competitor and twice as good as 7 competitors combined.

WMBR Leads Morning, Afternoon and Night.

Jacksonville Florida

WMBR

5,000 Watts • CBS

Represented by CBS Radio Spot Sales

General-Station Manager....Robert R. Feagin
Asst. Gen. Mgr.....Kenneth F. Small
Sales Prom. Mgr.....Gordon W. Pierce
Program Director.....Charles E. Edwards
Chief Engineer.....James R. Donavan

WRHC

JACKSONVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRHC, Inc.
Address.....247 Margaret St.
Phone 6-0461
Air Time.....6 a.m.-M.
Transcription Service .....Lang-Worth
Membership .....NARTB
Pres., Prom. Mgr.....Harold S. Cohn
Gen., Comm. Mgr.....William Fraker
Program Directors.....Freda Sanders, A. Kenneth Knight
Chief Engineer.....Frank Thies

WJVB

JACKSONVILLE BEACH—1947—KBS

Frequency: 1010 Kc....Power: 1000 Watts d.
Owned-Oper. By.Jacksonville Beach Bcstg. Co.
Phone Number 5-3674
Representative.....Hil F. Best
Air Time .....Daytime
Pres., Gen., Sta. Mgr.....J. Lyle Williams, Jr.
Comm. Prom. Mgr.....James M. Bryant
Program Director.....Ted Booth
Chief Engineer.....Daniel M. Long

WKWF

KEY WEST—1945—MBS-KBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Address.....536 Fleming St.
Phone Number 2-3222
Representative.....John H. Perry
Pres., Gen. Comm., Mgr....John M. Spottswood
Chief Engineer.....Charles Lowe

WDSR

LAKE CITY—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Deep South Radioways
Business-Studio Address..126 No. Marion St.
Phone Number.....525
News Service .....UP
Transcription Service.....Associated
General Manager.....Alfred H. Temple
Chief Engineer.....Richard Dyer

WLAK

LAKELAND—1936—NBC

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By...Lakeland Bcstg. Corp.
Business Address.....P. O. Box 1211
Phone Number.....2127
Air Time.....Full Time
News Service.....UP
Transcription Service .....Associated
Station Representative.....John E. Pearson
Membership .....NARTB
Pres., Gen. Mgr.....S. O. Ward
Sta. Mgr., Chief Engr.....William P. Lee
Commercial Manager.....Powell Adams
Program Director.....Mary Whistle

WONN

LAKELAND—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Coastal Bcstg. Co.
Business Address.....Lake Hunter Drive
Phone Number 5117
Air Time.....Full Time
News Service .....AP
Transcription Service .....Capitol
Representative.....Donald Cooke, Inc.
Pres., Gen., Sta. Mgr.....Robert S. Taylor
Commercial Mgr.....Tom Barber
Program Dir.....Ted Covington
Chief Engineer.....Duane McConnell

WIPC

LAKE WALES—1951—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Imperial Polk Bcstg. Corp.
Address.....P. O. Box 712
Phone Number 2-9831
News Service .....AP
Transcription Service .....World
President .....Sarkes Tarzian
Gen. Mgr., Chf. Engr.....G. Max Kimbrel
Commercial Manager.....Richard Marsh
Publicity Director.....John Haughee
Program Director.....Joan Kimbrel

WEAT

LAKE WORTH-W. PALM BEACH 1948—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....James R. Meachem
Business Address..P. O. Box 791, Lake Worth
Phone Number.....Lake Worth 4422
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....AP
Transcription Service .....Capitol
Representative .....Walker
General Manager.....James R. Meachem
Commercial Manager.....Clifford H. Glick
Program Director.....Bill Gordon
Chief Engineer.....Andrew Keicher

WLBE

LEESBURG—1948—MBS

Frequency: 790 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....WLBE, Inc.
Business-Studio Address.....Box 297
Phone Number.....Leesburg 552
Air Time.....6 a.m.-11:15 p.m.

News Service ..... UP
Transcription Service ..... World
Membership ..... NARTB
President ..... Paul A. Husebo
General Manager ..... Wendel F. Husebo
Program Director ..... Richard R. Coleman
Chief Engineer ..... J. Allen Brimmer

WNER

LIVE OAK—1949—KBS-FLA. STATE

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... John A. Boling
Business Address ..... P. O. Box 655
Phone Number 1450
Air Time ..... Full Time
News Service ..... UP
General Manager ..... Norman Protsman
Program Director ..... Faith Protsman
Chief Engineer ..... C. S. Parker

WTYS

MARIANNA—1948—MBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By .. John H. Phipps Radio Stas.
Address ..... Tallahassee
Phone Number 650
Air Time ..... Full Time
News Service ..... AP
President ..... John H. Phipps
General Manager ..... L. H. Graves
Station Manager ..... Guy Hamilton
Chief Engineer ..... Wm. A. Snowden, Jr.

WMMB

MELBOURNE—1947—MBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ... Melbourne Bcstg. Corp.
Business-Studio Address ..... Front St.
Phone Numbers 574-5
Air Time ..... 6 a.m.-12 M.
News Service ..... UP
Transcription Service ..... SESAC, World
Membership ..... NARTB
President ..... Henry G. Dravneek
General Manager ..... Austin V. Catterton
Commercial Manager ..... Beverly Fleming
Sales Prom. Mgr. ..... Victoria C. Martin
Program Director ..... Barbara W. Bancroft

WFEC

MIAMI—1949

Frequency: 1220 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... David Haber
Trans-Address ..... 350 N.E. 71st St.
Phone Number 89-7534
Air Time ..... Daytime
News Service ..... UP
Gen., Comm., Prom. Mgr. ..... Herbert Schorr
Sta. Mgr., Prog. Dir. ..... Robert Lyons
Chief Engineer ..... William Reeder

WGBS

MIAMI—1939—CBS

Frequency: 710 Kc. .... Power: 50,000 Watts d., 10,000 Watts n.
Owned-Oper. By ..... Storer Bcstg. Co.
Address .... 199 Pierce St., Birmingham, Mich.
Phone Number ..... Midwest 4-7700
Air Time ..... Full Time
News Service ..... INS, UP
Transcription Service ..... Langworth
Station Representative ... The Katz Agency Inc.
Membership ..... NARTB, BAB
President ..... George B. Storer
Gen., Sta. Mgr. ..... Miller N. Babcock
Commercial Manager ..... Francis J. Riordan
Program Director ..... Ewald Kockritz
Chief Engineer ..... Edward C. Lockwood

WINZ

MIAMI—1946

Frequency: 940 Kc. .... Power: 50,000 Watts d., 10,000 Watts n.
Owned-Operated By ..... Hollywood Bcstg.
Business Address ..... Biscayne Terrace Hotel
Phone Number 82-6641-3
News Service ..... AP, INS
Representative ..... Paul Raymer
Membership ..... NARTB
Pres., Gen. Mgr. ..... Rex Rand
Program Director ..... Denny Kirwan
Chief Engineer ..... James Sawyer

AP SELLS

For Stations and Sponsors —

For instance . . . WRUF

"I had a hard time persuading Mr. Fred Cone of the Ideal Laundry to use radio. But after he decided on AP newscasts, he had to double the size of his plant within a year."

MAJOR GARLAND POWELL,
Director,
WRUF, Gainesville, Fla.

WIOD

MIAMI—1926—NBC

Frequency: 610 Kc.....Power: 5,000 Watts
Owned-Oper. By..Isle of Dreams Bcstg. Corp.
Business-Studio Address...600 Biscayne Blvd.
Phone Number 3-6444
Air Time.....Full Time
News Service .....AP, INS, UP
Transcription Service.....RCA, Thesaurus
Representative .....Hollingbery
President.....Daniel J. Mahoney
General Manager.....James M. LeGate
Commercial Manager.....Robert L. Fidlar
Program Director.....Scott Bishop
Publicity Director.....Martha Henriquez
Chief Engineer.....M. C. Scott

WMIE

MIAMI—1948

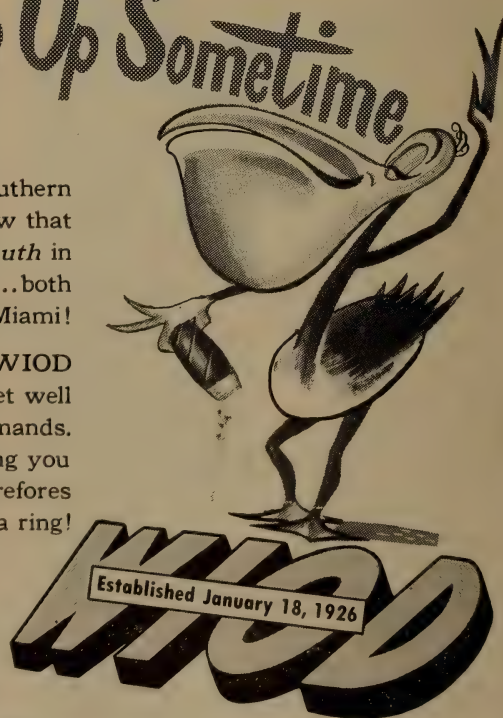
Frequency: 1140 Kc...Power: 10,000 Watts, d., 5,000 Watts, n.
Owned-Operated By...Sun Coast Bcstg. Corp.
Business Address.....Everglades Hotel
Phone Number.....3-5556
Air Time.....Full Time
News Service .....AP
Transcription Service .....Associated
Representative .....Forjoe
President.....E. D. Rivers, Sr.
Asst. to President.....Jim Macri
Commercial Manager.....K. E. Meer
Program Director.....Cy Russell
Chief Engineer.....Russell Bennett

WQAM

MIAMI—1920—ABC

Frequency: 560 Kc.....Power: 5,000 Watts, d., 1,000 Watts, n.
Owned-Operated By.....Miami Bcstg. Co.
Business-Studio Address.....duPont Bldg.
Phone Number 2-6121
News Service .....AP
Transcription Service .....World
Representative.....John Blair, Cummings
Membership .....NARTB
President.....John S. Knight
Gen., Sta., Comm. Mgr.....Owen F. Uridge
Pgm., Publ. Director.....Don Fischer
Chief Engineer.....Gene Rider

Just Call Me Up Sometime



Published figures issued by Southern Bell Telephone Company show that the Miami district *leads the South* in the number of telephones in use...both New Orleans and Atlanta now trail Miami!

And, for more than 27 years, WIOD has served this fast-growing market well ...keeping pace with "big town" demands. Your Hollingbery man will gladly bring you up-to-date on the whys and wherefores *in a big way!* Give him a ring!

James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC
National Rep., George P. Hollingbery Co.

WWPB

MIAMI—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paul Brake
Business-Studio Address....414 S.W. 2nd Ave.
Phone Number 3-7405
Air Time.....24 hrs.
News Service .....AP
Representative .....Walker
Asst. Mgr., Pgm., Dir.....M. L. Carter
Comm., Sls. Prom. Mgr.....Bernard Neary
Publicity Director.....Bert Y. Johnson
Chief Engineer.....Jack Wilson

WKAT

MIAMI BEACH—1937—MBS

Frequency: 1360 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....WKAT, Inc.
Trans.-Address.....1759 Bay Road
Phone Number 5-5711
News Service .....UP
Transcription Service .....Standard
Representative .....Headley-Reed
President.....A. Frank Katzentine
General Manager.....John I. Prosser
Commercial Manager....Walter A. Callahan
Program Director.....John I. Prosser
Chief Engineer.....Arthur Smith

WMBM

MIAMI BEACH—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. W. Rounsaville
Address.....c/o WQXI, Atlanta Ga.
Phone Number.....5-5588 (M. B.)
News Service .....UP
Representative .....Dora-Clayton
Transcription Service .....Standard
Sta., Comm. Mgr.....J. E. Vaughn
Program Director.....Jack Gibson
Chief Engineer.....Charles A. Hartwick, Jr.

WSBB

NEW SMYRNA BEACH—1951

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Beach Bcstg. Co.
Address 760
News Service .....UP
Transcription Service .....Thesaurus
Gen., Comm. Mgr.....Walter T. Slattery
Program Director.....James D. King
Chief Engineer.....Roland W. Jordon

WTMC

OCALA—1939—NBC

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By...Ocala Bcstng. Co. Inc
Address .....14 S. Magnolia
Phone Number.....MA 2-4127
Air Time.....Full Time
Newspaper Affiliation.....Perry Newspapers
News Service .....AP
Transcription Service .....Lang-Worth
President.....John H. Perry, Jr.
Gen., Prom. Mgr.....Thomas S. Gilchrist, Jr.
Commercial Manager.....T. S. Catalano
Sta. Mgr.,Pgm. Dir.....James B. Smith
Publicity Director.....Ruth Brumball
Chief Engineer.....William P.. Callahan

WDBO

ORLANDO—1925—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By...Orlando Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 3707, 30 S. Ivanhoe Blvd.
Phone Number 6181
Air Time.....Full Time
News Service .....AP, UP
Transcription Service.....World, Thesaurus, Associated
Representative....John Blair, Harry Cummings
Membreship .....NARTB, BAB
Pres., Gen. Mgr.....Harold P. Danforth
Sales Dir.....W. G. McBride
Program Director.....Rosalind Boggs
Chief Engineer.....J. E. Yarbrough

OUR 29th YEAR

WDBO

Orlando Florida

Serving all of Central Florida

* * *

First in Coverage

First in Audience Preference

(1952 Standard Audience Measurement Service and December 1952 Pulse)

Represented by

Nationally.....John Blair & Co.

Southeast.....H. E. Cummings
Jacksonville, Fla.

WHOO

ORLANDO—1947—ABC

Frequency: 990 Kc.....Power: 10,000 Watts d.: 5000 Watts n.
Owned-Oper. By.....WHOO, Inc.
Address.....Fort Gatlin Hotel
Phone Number 9900
Air Time.....Full Time
News Service .....AP
Transcription Service.....Standard, World
Representative .....Avery-Knodel
President .....Edward Lamb
Gen., Sta., Comm. Mgr.....Carl Hallberg
Program Director.....Dan Daniel
Sales Prom. Mgr.....Tom Sawyer
Publicity Director.....Ruth Bushman
Chief Engineer.....Don Compton

WLOF

ORLANDO—1940—MBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By.....Hazelwood, Inc.
Business-Studio Address.....Angebilt Hotel
Phone Number 8163
Air Time.....4:55 a.m.-1:00 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President.....William Joe Sears
General Manager.....John Thorwald
Comm., Prom. Mgr.....Donn R. Colee
Prom. Mgr., Pub. Dir.....Jackie Loughe
Program Director.....John Hugh
Chief Engineer.....Dodd Daniel

WORZ

ORLANDO—1946—NBC

Frequency: 740 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Florida Bcstg. Co.
Bus.-Studio Add.....740 N. Orange Ave.
Phone Number 2-2451
Air Time.....Full Time
News Service .....AP
Transcription Service .....Capitol
Representative .....Weed
Membership .....NARTB, BAB
President .....Naomi Murrell
Gen., Sta. Mgr.....Eugene D. Hill
Comm., Prom. Dir.....Winston L. Clark
Program Director.....Charles Hunt
Publicity Director.....Gloria McCarty
Chief Engineer.....W. R. Miller

WWPF

PALATKA—1947—ABC-KBS

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Palatka Bcstg. Co.
Address.....900 River St.
Phone Number 54555
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Gen. Sta. Mgr., Chi. Engr.....L. C. McCall
Commercial Manager.....Herb Young
Program Director.....Johnny Gillis

WWPG

PALM BEACH—1941—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Palm Beach Bcstg. Co.
Business Address.....South Ocean Blvd.
Phone Number 2-1515
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Perry
President, Gen. Mgr.....Charles E. Davis
Program Director.....Florence Hicks
Chief Engineer.....Clyde L. Walkden

WDLP

PANAMA CITY—1940—MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By..Panama City Bcstg. Co., Inc.
Business-Studio Address.....West Beach Dr.
Phone Number 3-1777
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Perry Associates
President.....John H. Perry
General Manager.....C. B. Kelly

WPCF

PANAMA CITY—1949—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Bay County Bcstg. Co.
Trans-Address.....300 E. 15th St.
Phone Number 6176-6177
Pres., Gen. Mgr., Prog. Dir.....E. L. DuKate

WBSR

PENSACOLA—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WBSR, Inc.
Business Address.....WBSR Bldg.
Phone Number 6173
News Service .....AP
Transcription Service .....World
President .....Patt McDonald
V.P., Gen. Mgr.....Don J. Lynch
Commercial Manager.....Bo Mitchell
Program Director.....Jay Reagan
Chief Engineer.....Glynn Nichols

WCOA

PENSACOLA—1926—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....WCOA, Inc.
Business-Studio Address.....118 E. Intendencia St.
Phone Number 4111

Air Time ..... Full Time
Newspaper Affiliation ..... News-Journal
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... John H. Perry Associates
President ..... John H. Perry, Jr.
General Manager ..... J. Holliday Veal
Commercial Manager ..... Irving Welch
Publicity Director ..... Winnie Smith
Program Director ..... Russell Hirsch
Chief Engineer ..... Harold Heath

WEAR

PENSACOLA—1947—MBS-ABC

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper By ..... Gulfport Bcstg. Co.
Address ..... 2nd & Hyer St.
Phone 8-4449
Air Time ..... Full Time
News Service ..... AP
Pres., Gen., Sta. Mgr. ..... Mel Wheeler
Program Director ..... Dick Darby
Prom., Publ. Dir. ..... Eugene Sudduth
Chief Engineer ..... Jim Smith

WPLA

PLANT CITY—1949—KBS

Frequency: 1570 ..... Power: 250 Watts d.
Owned-Operated By ..... W. A. Smith
Address ..... P. O. Box 1588
Phone Number 526
Air Time ..... Sunrise-Sunset
News Service ..... UP
Station Representative ..... Best
President ..... W. A. Smith
Gen., Sta., Comm. Mgr. ..... George Friend
Program Director ... Miss Frankie Blackwelder
Publicity Director ..... Joseph J. Wilson
Chief Engineer ..... James L. Derrick

WCNH

QUINCY—1948—MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Quincy Bcstg. Corp.
Business Address ..... Quincy
Phone Number 300
News Service ..... UP
Transcription Service ..... Thesaurus
Pres., Gen., Sta. Mgr. ..... A. B. Letson
Comm., Prom. Mgr. ..... Jerry Melvin
Program Director ..... Dewey C. Newton
Chief Engineer ..... A. B. Letson

WFOY

ST. AUGUSTINE—1936—CBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Fountain of Youth Broadcasting Co.
Address ..... Magnolia Ave.
Phone Number 1622
Air Time ..... Full Time
News Service ..... UP
Station Representative ..... Avery-Knodel
President ..... Mrs. John C. Bell
Gen., Sta. Mgr. ..... John E. Bernhard, Jr.
Program Director ..... Mrs. Frankie C. Walker
Publicity Director ..... Alberta Dillon
Chief Eng., Farm Editor ..... Ernest Raistrick

WPIN

ST. PETERSBURG—1947

Frequency: 680 Kc. ..... Power: 1000 Watts
Owned-Oper. By .. Fla. W. Coast Bcstrs., Inc
Address ..... Royal Palm Hotel
Phone Number ..... Petersburg 7-0511;
Air Time ..... Daytime
News Service ..... AP
Station Representative ..... Indie Sales
Membership ..... BAB
President ..... Dr. Charles Farrington
Gen., Comm. Mgr. ..... Arthur Mundorff
Station Manager ..... Bob Clayton
Promotion Manager ..... Marjorie Blank
Program Director ..... James Carley
Publicity Director ..... Bill Wright
Chief Engineer ..... Manley St. Jean

WSUN

ST. PETERSBURG—1928—ABC

Frequency: 620 Kc. ..... Power: 5000 Watts
Owned-Operated By .... City of St. Petersburg
Business Address ..... P. O. Box 240
Phone Number 7-4747-8
News Service ..... UP
Transcription Service ..... Associated
Representative ..... Weed
Membership ..... NARTB
Gen., Sta. Mgr. ..... George D. Robinson
Commercial Manager ..... Vera New
Pgm. Dir., Chief Engr. ..... Louis J. Link

WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Pinellas Bcstg. Co.
Business-Studio Address ..... Times Bldg.
Phone Number 7-8108
News Service ..... UP
Transcription Service ..... World, Capitol
Representative ..... H-R
Membership ..... NARTB, BAB
President ..... Nelson Poynter
General Manager ..... F. J. Kelly
Comm. Mgr. ..... L. L. Wildman
Prom., Prog. Dir. ..... Jack Faulkner
Chief Engineer ..... William D. Mangold

WTRR

SANFORD—1947—KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Myron A. Reck

Business Address.....Box 1541
Phone Number 999
Air Time.....Full Time
Representative .....Hil Best
News Service .....UP
Gen., Sta. Mgr.....Myron A. Reck
Commercial Manager.....Roy D. Green
Program Director.....J. Marion Harman, Sr.
Chief Engineer.....James S. Williamson, Jr.

WKXY

SARASOTA—1949—KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sarasota Bcstg. Co.
Business Address.....P. O. Box 2431
Phone Number.....RIngling 66651
Representative .....Hil Best
News Service .....AP
Transcription Service.....Lang-Worth, World
General Manager.....A. G. Fernander
Program Director.....Howard O. Ermisch
Chief Engineer.....Robert L. Kohlmeyer

WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business Address.....City Island
Phone .....Ringling 6-8811
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....John E. Pearson
Membership .....NARTB, BAB
President.....Robert C. Jones, Jr.
General Manager.....John B. Browning
Commercial Manager.....J. M. Miller
Program Director.....David Hale
Chief Engineer.....James E. Grant

WJCM

SEBRING—1950—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Clearfield Bcstrs., Inc.
Business Address.....P. O. Box 233
Phone Number 81811
Representative .....Best
Transcription Service.....Lang-Worth
News Service .....UP
President.....W. K. Ulerich
Gen. Mgr.....William J. Thomas
Sta., Comm. Mgr.....Jonas Termin
Program Dir.....Al Frank
Chief Engineer.....Robert Goshorn

WTAL

TALLAHASSEE—1936—CBS

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....John H. Phipps Radio Stations
Business Address.....Cherokee Hotel
Phone Number 2-1270
News Service .....AP
Transcription Service.....World
Representatives .....Blair, Cummings
President.....John H. Phipps
General Manager.....L. Herschel Graves
Program Director.....Joe Hosford
Chief Engineer.....W. A. Snowden, Jr.

WTNT

TALLAHASSEE—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Tallahassee Appli. Corp.
Business-Studio Address.....Duval Hotel
Phone Number 2-1450
News Service .....UP
Transcription Service .....Associated
Representative.....Thomas F. Clark
President.....Frank W. Pepper
Gen., Sta., Comm. Mgr.....Frank W. Hazelton
Prom., Publ. Dir.....Lawrence Skipper
Program Dir.....Ruby S. Meigs
Chief Engineer.....Charles Clifton

WALT

TAMPA—1946

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Operated By...W. Walter Tison tr/as Tampa Broadcasting Company
Address.....401 W. Tyler St.
Phone 2-7921
News Service .....AP
Transcription Service .....Langworth
Station Representative .....Pearson
Pres., Gen., Sta., Comm. Mgr..W. Walter Tison
Program Dir.....C. W. Geer
Publicity Director.....Bob Martin
Chief Engineer.....J. B. Tison

WDAE

TAMPA—1922—CBS

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....Tampa Times Co.
Business Address.....P. O. Box 2409, 114 N. Franklin St.
Phone Number 2-2911
Air Time.....Full Time
Newspaper Affiliation....Tampa Daily Times
News Service .....AP
Transcription Service .....Associated
Representative .....Katz
Membership .....NARTB
President.....David E. Smiley
Gen.-Sta.-Comm. Mgr.....L. Spencer Mitchell
Prog.-Publicity Dir.....Kenneth W. Skelton
Chief Engineer.....William Pharr Moore

WEBK

TAMPA—1950

Frequency: 1590 Kc....Power: 1000 Watts d.
Owned-Operated By.....Hillsboro Bcstg. Co.
Address.....1521 E. Broadway
Phone Number 4-4177
News Service .....INS
Gen. Mgr., Chf. Engr.....Elmo B. Kitts
Program Director.....James Willson

WFLA

TAMPA—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Tribune Co.
Business Address.....P. O. Box 1410
Phone Number 2-4747
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service...Thesaurus, Lang-Worth
Representative..John Blair, Harry E. Cummings
Membership .....NARTB
Sta.-Gen. Mgr.....George W. Harvey
President.....John C. Council
Sales Prom. Mgr., Pub. Dir.....Tom Matthews
Prog. Director.....Paul M. Jones
Commercial Mgr.....Melvin E. Myer
Chief Engineer.....Joseph Mitchell

WHBO

TAMPA—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By..Sulphur Springs Bcstrs., Inc.
Business Address.....11,011 Florida Ave.
Phone Number 37-366
Air Time .....Daytime
News Service .....AP
Pres., Gen. Mgr.....Harold A. Dunlap
Sales Prom. Mgr.....Cyrus King

WJNO

WEST PALM BEACH—1936—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Inc.
Business-Studio Address...1500 N. Flagler Dr.
Phone Number 2-3638
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB
President.....S. K. Russell
Gen.-Sta. Mgr.....H. V. McMillan
Program Director.....Vernon Crawford
Chief Engineer.....Warren Spencer

WIRK

WEST PALM BEACH—1947—MBS

Frequency: 1290 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....Ken-Sell, Inc.
Business Address.....715 S. Flagler Drive
Phone Number 2-1744
Air Time.....Full Time
News Service .....INS
Transcription Service.....Associated
Representative .....Cooke
Pres., Gen., Sta. Mgr.....Joseph S. Field, Jr.
Pgm. Publ. Dir.....James C. Steele, Jr.
Chief Engineer.....William P. Heitzman

WSIR

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Citrus Belt Bcstrs., Inc.
Business Address.....P. O. Box 633
Phone Number 31-313
Air Time.....Full Time
News Service .....UP
Representative.....Devney & Co.
President.....Frederick L. Allman
Gen., Sta. Manager.....Larry Rollins
Commercial Manager.....Earl Sturgeon
Program Director.....Richard Eyrich
Chief Engineer.....L. Orden Craig

Serving the fast-growing Palm Beach County Area for 17 years . . .

WJNO

"The Voice of the Palm Beaches"

West Palm Beach, Florida

1230 Kc
AFFILIATE OF THE
CBS RADIO NETWORK

National Representative
ROBERT MEEKER ASSOCIATES, INC.
NEW YORK CITY CHICAGO

GEORGIA

Pop. April 1, 1953 (Est.) 3,604,000 — Total Housing Units 982,000
Families April 1, 1953 (Est.) 904,000 — Stations in State 79

WALB
ALBANY—1941—MBS

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By....Herald Publishing Co.
Address.....138 Pine Ave.
Phone Number 600
News Service .....AP
Transcription Service.....World
Representative .....Burn-Smith
Membership .....NARTB, BAB
President.....James H. Gray
General Manager.....Tom Stillwagon
Commercial Manager....Mrs. Mildred N. Huie
Program Director.....Jack Meyer
Publicity Director.....Bill Bowick
Chief Engineer.....Ben R. Wills

WGPC
ALBANY—1933—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albany Bdcstg. Co.
Business-Studio Address....New Albany Hotel
Phone Number 1370
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Associated
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President.....J. W. Woodruff
Executive Manager.....J. W. Woodruff, Jr.
Sta., Comm., Sls., Prom., Pub. Dir..L. M. George
Program Director.....Walter H. Flint
Chief Engineer.....Redus A. Carlton

WJAZ
ALBANY—1952

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By..Southeastern Bcstg. System
Address.....No. Slappy Dr.
Phone Number 1670
News Service .....UP
President.....James S. Rivers
Station Manager.....James O'Donald
Chief Engineer.....James McGehee

WDEC
AMERICUS—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Americus Bdcstg. Co.
Business-Studio Address...109½ Windsor Ave.
Phone Number.....3681-3682
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service .....World
Representative .....Dora-Clayton
Membership .....NARTB
President.....W. G. Pearlman
Gen., Sta. Mgr.....Charles C. Smith
Chief Engineer.....John Rivard

WGAU
ATHENS—1938—CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..J. K. Patrick & Company
Business-Studio Address.....Bobbin Mill Road
Phone Number 1741-2
Newspaper Affiliation .....Banner-Herald
Air Time.....Full Time
News Service .....AP
President.....C. A. Rowland, Sr.
Gen., Sta. Mgr.....R. Lewis Doster
Commercial Manager.....Burl Womack
Program Dir.....Mary L Betts
Chief Engineer.....Bill Evans

WRFC
ATHENS—1948

Frequency: 960 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Radio Athens, Inc.
Business-Studio Add.....279½ N. Lumpkin St.
Phone Number.....446-7
Air Time.....Full Time
News Service.....UP
Transcription Service.....Associated
Representative...Clayton Agency (Southeast)
Membership .....BAB
Pres., Gen., Sta. Mgr.....L. H. Christian
Comm., Sales Prom. Mgr...Charles A. McClure
Program Director.....Mary Anne Martin
Publicity Director.....Ed Thilenius
Chief Engineer.....L. D. Drewry

WAGA
ATLANTA—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Storer Bcstg. Co.
Bus.-Studio Address....1018 W. Peachtree St.
Phone Number.....Vernon 3553
Air Time.....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Katz
Membership .....NARTB, BAB
President.....George B. Storer, Sr.
V.P., Managing Director.....G. C. Jackson
Commercial Manager.....Claude H. Frazier
Promotion Manager.....Para Lee Brook
Program Director.....Don Naylor
Merchandising Manager.....David Mayo
Chief Engineer.....Hugh Bondy

WATL
ATLANTA—1931

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlanta Bcstg. Co.

Business Address.....Henry Grady Bldg.,
Phone Number.....Alpine 1515
Air Time.....Full Time
News Service .....UP
Representative .....Walker
President .....J. W. Woodruff, Sr.
General Manager.....J. W. Woodruff, Jr.
Sta., Comm., Sls. Prom. Mgr.,
Prog. Dir.....J. O. Hardin, Jr.
Chief Engineer.....G. C. Livingston, Jr.

WBGE

ATLANTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....General Bcstg. Co.
Bus.-Studio Address...Georgian Terrace Hotel
Phone Number.....VErnon 1194
Air Time.....Full Time
News Service .....AP
Representative .....Indie Sales
Membership .....BAB
President.....Robert N. Pinkerton
Commercial Manager.....Frank A. Browne
Station Manager.....H. S. Langham
Chief Engineer.....Howard J. Parrish

WERD

ATLANTA—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Atlanta, Inc.
Business-Studio Add...274½ Auburn Ave., NE
Phone Number.....Lamar 0666-7-8
Representative .....Interstate
Membership .....NARTB, BAB
President.....J. B. Blayton, Sr.
Gen. & Sta. Mgr.....J. B. Blayton, Jr.
Program Dir.....A. Kenneth Knight
Chief Engineer.....William F. Kennedy

WGST

ATLANTA—1923—MBS-ABC

Frequency: 920 Kc.....Power: 5000 Watts d.; 1000 n.
Owned-Operated By....Board of Regents, University System of Ga., behalf Ga. Institute of Technology
Business-Studio Address.....Forsyth Bldg.,
Phone Number.....Walnut 8441
Air Time.....5:30 a.m.-12:30 a.m.
News Service.....AP
Representative.....Blair; Ayres (Southeast)

YOU GET ALL 3 ON WGST

MR. ATLANTA

C—assures coverage of the 36 counties in Atlanta's retail trade zone.

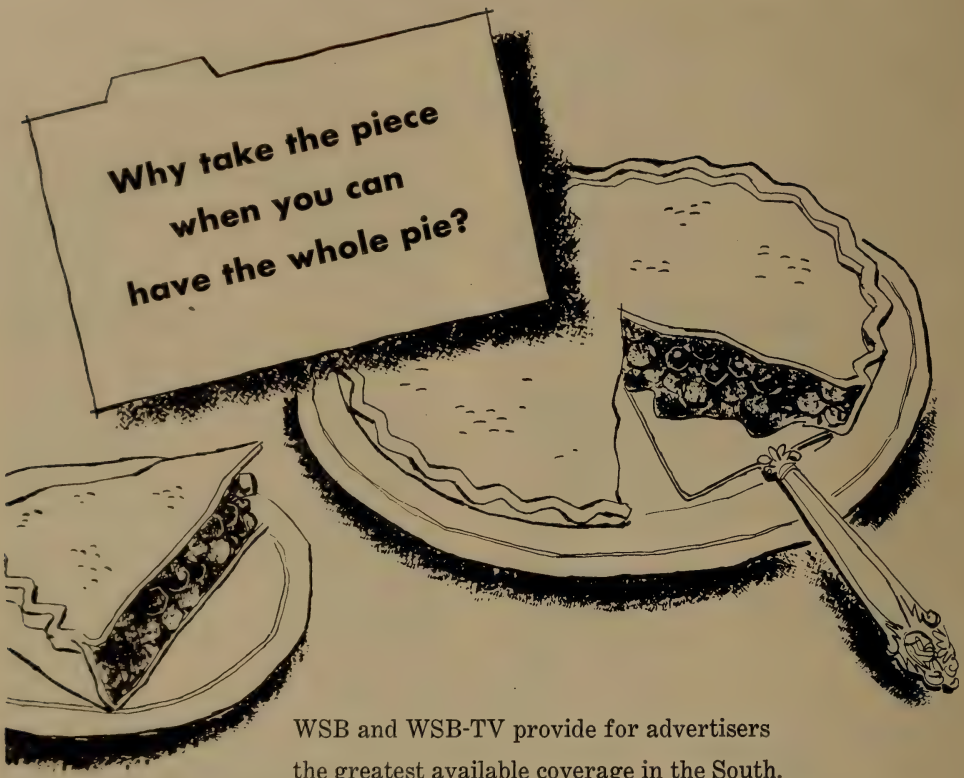
P—means the best in locally produced and net programs from ABC. Shows geared to the likes of Atlanta listeners.

M—guarantees top drawer merchandising support to jobbers, chain and independent retail outlets.

ABC...ATLANTA
5,000 Wtts. 920 Kc.

WGST

Nationl Rep.
JOHN BLAIR
in Southeast
JAMES S. AYERS



WSB and WSB-TV provide for advertisers the greatest available coverage in the South. In every survey ever made in Atlanta by any recognized authority these stations have been dominant firsts. In this booming Southland prodigious sales appetites are being satisfied. If you are interested in big portions your effort warrants the strongest advertising support you can obtain.

wsb | **wsb-tv**

The Voice of the South | 50,000 Watts, Channel 2

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

Chairman Bd. of Regents.....F. M. Spratlin
General Manager.....John Fulton
Asst. Mgr., Chief Engr.....Ben Ackerman
Sales Promotion Manager.....Paul Sanford
Pgm., Prod. Dir.....Jack Kelly
Publicity Director.....Charles Orr

WEAS

ATLANTA-DECATUR—1947

Frequency: 1010 Kc....Power: 10,000 Watts d.
Owned-Oper. By.....WEAS, Inc.
Address.....217 W. Ponce de Leon Ave.
Phone Number.....Dearborn 2521
News Service .....INS
Representative.....Forjoe, Stars, Inc.
Membership .....BAB
President.....W. H. Keller, Jr.
Station Manager.....Warren Roberts
Publicity Director.....Imogene Jones
Program Director.....Ned Lukens
Chief Engineer.....Les Gradick

WQXI

ATLANTA—1948—MBS

Frequency: 790 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....R. W. Rounsaville
Business-Studio Address.....Peachtree St.
Phone Number.....CHerokee 2196
Air Time.....Full Time
News Service.....UP
Transcription Service .....Capitol
Station Representative .....Hollingbery
Membership .....NARTB
General Manager.....R. W. Rounsaville
Station, Comm. Mgr.....Don Mitchell
Program Dir.....Bob Corley
Chief Engineer.....Paul Cram

WSB

ATLANTA—1922—NBC

Frequency: 750 Kc.....Power: 50,000 Watts
Owned-Oper. By....Atlanta Newspapers, Inc.
Business-Studio Address.....10 Forsyth St.
Phone Number.....ELgin 6711
Newspaper Affiliation....Journal, Constitution
Air Time.....Full Time
News Service.....AP, UP
Transcription Service....Associated, Standard
Representative .....Edward Petry
Membership .....NARTB, BAB
President.....George Biggers, Sr.
General Manager.....John M. Outler, Jr.
Station Manager.....Frank Gaither
Sales Promotion Manager....Vincent C. Piano
Program Director.....Elmo Ellis
Publicity Director.....Wayne L. Anderson
Chief Engineer.....C. F. Daugherty

WAUG

AUGUSTA—1952—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By...Garden City Bcstg. Co.
Address.....Bon Air Hotel
Phone Number 3-4441
News Service .....AP
Representative .....Augusta Sales
Station Manager.....T. L. Morgan
Commercial Mgr.....Gordon Anderson
Chief Engineer.....J. W. Faulkner

WBBQ

AUGUSTA—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owner.....Savannah Valley Bdcstg. Co.
Address.....515 Jefferson Davis Avenue
Phone Number.....4-5441
Air Time.....Full Time
News Service .....AP
Representative .....Walker
Membership .....BAB
President.....George G. Weiss
Gen., Sta., Comm. Mgr.....John W. Watkins
Sales Prom. Mgr.....John G. Lyon
Program Director.....Edward H. Dunbar
Chief Engineer.....Marvin Tarpley

WGAC

AUGUSTA—1940—ABC

Frequency: 580 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....The Twin States Bcstg. Co.
Business-Studio Address.....664 Broad St.
Phone Number.....2-2692
Air Time.....Full Time
News Service.....UP
Transcription Service .....RCA
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Pres., Gen. Mgr.....A. D. Willard, Jr.
Station Mgr.....Donald MacDonald
Comm. Mgr. (Local).....Martin E. White
Program Dir.....Warren Hites
Chief Engineer.....John Jopling

WJBF

AUGUSTA—1945—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Georgia-Carolina Bcstg. Co.
Address .....WJBF Bldg.
Phone Number.....4-2421
Air Time.....Full Time
News Service.....UP
Representative .....Hollingbery
Membership .....NARTB, BAB
Pres., Gen. Mgr.....J. B. Fuqua
Station Mgr.....D. M. Kelly, Jr.
Comm., Sales Prom. Mgr.....Steve Manderson
Chief Engineer.....Ernest Swint

WRDW

AUGUSTA—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Augusta, Inc.
Business-Studio Address.....Masonic Bldg.
Phone Number 2-8805
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
President.....Grover C. Maxwell
General Manager.....W. R. Ringson
Commercial Manager.....M. C. Gregory
Program Director.....Richard Warner
Chief Engineer.....Rabun F. Bobo

WMGR

BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Decatur Bcstg. Co.
Address .....Thomasville H'way
Phone Number 777
Transcription Service .....World
General, Station Manager.Thomas R. Hanssen
Prom., Pub. Manager.....Charles W. Dowdy
Program Director.....Joe Hill
Chief Engineer.....Thomas R. Hanssen

WGIG

BRUNSWICK—1949—ABC

Frequency: 1440 Kc.....Power: 1,000 Watts
Owned-Operated By...Brunswick Bcstg. Corp.
Business-Studio Address.....1514 Union St.
Phone Number 2714
News Service .....AP
Representative .....McGilvra
General Manager.....Hugh K. Tollison
Commercial Manager.....John Lane
Program Director.....John Harmon
Publicity Director.....Marvin Massay
Chief Engineer.....Herman Lange

WMOG

BRUNSWICK—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Coastal Bcstg. Co., Inc.
Address.....P. O. Box 572
Phone Number.....1500
Transcription Service .....Lang-Worth
President.....Alma W. King

WGRA

CAIRO—1950—ABC-KBS-GALS

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Grady Mitchell Bcstg. Co.

WRDW

AUGUSTA, GA.

Covers

GEORGIA'S 2ND MARKET

(Nation's 92nd!)

★ 208,200 population

★ $137,813,000

RETAIL SALES

All Figures From Sales Management May 10, 1952

WRDW is the station that most Augusta people listen to most in this rich, rapidly growing market that has no television for 160 miles. These thousands of radio listeners are sold on the Hooper-high CBS and local programs of Augusta's first station . . . WRDW.

The Augusta Market is Growing!

It's growing, even as you read this. The increase of nearby Camp Gordon, the AEC's new H-Bomb plant, and many other varied industries and businesses this rich area is attracting have combined to make a pattern of spectacular, permanent growth. Population has increased 111% since January 1, 1948.

The figures tell the Augusta market story:

Population	208,200
Bank Deposits	$341,821,278
Retail Sales	137,813,000
Food	32,312,000
Gen'l. Mdse.	21,450,000
Automotive	25,975,000
Home Furnishings	7,106,000
Drug	3,689,000

Represented by Headley-Reed Co.

WRDW

CBS Radio 5000 Watts

Address .....Bainbridge Rd.
Phone Number 439
Transcription Service .....Standard
News Service .....UP
President .....Ed Stevens
General Manager.....Jim Honey
Program Director.....Sara Crew
Chief Engineer.....Ilmar Strang

WLBB
CARROLLTON—1947—KBS

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Carroll Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 116
Phone Number 980
News Service .....UP
Transcription Service .....World
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Thomas K. Vassy
Comm., Sales Prom. Mgr.....Hiram Bray
Program Director.....Chuck Angley
Chief Engineer.....Chessley Hooper

WBHF
CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. R. Frier
Phone Number 1200
News Service .....UP
Transcription Service .....Thesaurus
President, General Manager....W. Ryan Frier
Program Director.....Martha Sullins
Chief Engineer.....H. E. Bridges

WGAA
CEDARTOWN—1941—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Timm Inc.
Business-Studio Address.....P. O. Box 807
Phone Number.....Cedartown 777
News Service.....AP
Transcription Service .....World
Membership .....NARTB, BAB
President.....B. F. J. Timm
Gen., Sta., Comm. Mgr.....G. J. Lund
Program Director.....Fred Webb
Chief Engineer.....Ken McNaron

WDAK
COLUMBUS—1943—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Radio Columbus, Inc.
Business-Studio Address.....Martin Bldg.
Phone Number.....5447
Air Time.....Full Time
News Service.....AP
Transcription Service.....World

AP SELLS
For Stations and Sponsors—

For instance . . . WSAV

"The superior coverage we get from The Associated Press on international, national and regional news, together with the efforts of our own staff, has given us unquestioned leadership in the broadcasting of news, and an important source of revenue.

HARBEN DANIEL,
President and General Manager,
WSAV, Savannah, Georgia

FIRST IN COLUMBUS, GEORGIA

25th

1928 ANNIVERSARY 1953

WRBL

REPRESENTED NATIONALLY

BY

GEORGE P. HOLLINGBERY CO.

NEW YORK HOLLYWOOD CHICAGO

SAN FRANCISCO ATLANTA

Station Representative.....Headley Reed
Membership .....NARTB, BAB
President-General Manager..Allen M. Woodall
Sta., Sales Prom. Mgr.....Miles H. Ferguson
Commercial Manager.....William Massie
Program, Publicity Director.....Joe Byars
Chief Engineer.....Max F. Harper

WGBA

COLUMBUS—1947—ABC-MBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By....Ga.-Ala. Bdcstg. Corp.
Business-Studio Address....1213½ Broadway
Phone Number.....3-3603
Newspaper Affiliation.....Page Papers
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth, RCA
Representative ..... Branham
Membership .....NARTB
President.....A. H. Chapman
General Manager.....Walter M. Windsor
Commercial Manager.....A. H. Haack, Jr.
Program Director.....W. L. Gramer
Chief Engineer.....William R. Atkinson

WRBL

COLUMBUS—1928—CBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Columbus Bdcstg. Co.
Business-Studio Address.....1350 - 13th St.
Phone Number.....2-0601
Air Time.....Full Time
News Service.....INS, UP
Transcription Service .....Associated
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
Executive Manager.....J. W. Woodruff, Jr.
Station Manager.....G. A. Gingell
Commercial Manager.....B. Ed Johnson
Pro., Pub. Director.....Ridley Bell
Chief Engineer.....J. A. Gamble

WMJM

CORDELE—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Southeastern Bcstg. System
Business-Studio Address....20th Ave. & B St.
Phone Number 666
News Service .....UP
President.....James S. Rivers
General Mgr.....William E. Blizzard, Jr.
Sales Prom. Manager.....O. Grady Cooper
Program Dir.....Bryant Lane
Chief Engineer.....Bruce Smith

WMOC

COVINGTON—1946

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.The Covington News Inc.
Business Address.....Monticello St.
Phone Number 2275
Newspaper Affiliation ....."News"
News Service.....UP
President.....Belmont Dennis
Gen. Mgr., Pub. Dir.....W. Thomas Hay
Station Manager.....Glenn A. Weber
Commercial Manager.....Cliff Jenkins
Program Director.....Jerry Keane
Chief Engineer.....Allan Mills

WBLJ

DALTON—1940—MBS-KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dalton Bdcstg. Corp.
Business-Studio Address..111 South Pentz St.
Phone Number 1180
Air Time.....6 a.m.-11:15 p.m.
News Service.....UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
President.....H. C. Kenemer
Gen. Sta. Mgr.....William B. Davies
Commercial Manager.....Olin H. Kenemer
Chief Engineer.....John S. Andrews

WDWD

DAWSON—1948—ABC-KBS

Frequency: 990 Kc.....Power: 1000 Watts D.
Owned-Operated By.....Dawson Bdcstg. Co.
Trans.-Bus.-Studio Address.....Parrott Road
Phone Number 416
News Service .....UP
Representative .....Indie Sales
President.....Ed Stevens
General Manager.....W. C. Woodall, Jr.
Program Director.....O. W. Parnacott
Chief Engineer.....Joe Stephens

WGLS

DECATUR—1949

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....DeKalb Bcstg. Co.
Business-Studio Add....546 N. McDonough St.
Phone Number .....Crescent 6471
Newspaper Affiliation....."New Era"
News Service .....UP
Transcription Service .....Standard
President.....Guy W. Rutland, Sr.
Gen., Sta. Mgr.....Sam W. Kane
Comm. Sales Prom. Mgr.....Al Ciraldo
Chief Engineer.....Sam Dilliard

WDMG

DOUGLAS—1947

Frequency: 860 Kc.....Power 1000 Watts D.
Owned-Operated By.....WDMG, Inc.
Business-Studio Address.....620 E. Ward St
Phone Number.....564
Air Time .....Sunrise-sunset
News Service.....UP
Transcription Service .....SESAC
Representative .....Dora-Clayton
Membership .....NARTB, BAB

President.....B. F. J. Timm
General Mgr.....Mary Jarrard
Program Director.....Edw. Lund
Chief Engineer.....Stanley H. Strickland

WMLT

DUBLIN—1945—MBS-GALS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Dublin Bdcstg. Co.
Business Address.....Franklin St.
Phone Number.....871
News Service.....AP
Transcription Service.....World
Representative.....Continental Radio Sales
President.....George T. Morris
General Manager.....W. Newton Morris
Program Director.....W. C. Courson
Chief Engineer.....Lawrence L. Henry

WTJH

EAST POINT—1949—KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Southeastern Bcstg. Sys., Inc.
Address.....Dodson Drive
Phone Number.....Franklin 1473
News Service.....UP
President.....James S. Rivers
Commercial Manager.....R. V. Rogers
Gen. Mgr., Chief Engineer....Wm. J. Hill, 3rd

WSGC

ELBERTON—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elberton Bcstg. Co.
Address.....Elberton
Manager.....Melvin C. Gorman

WBHB

FITZGERALD—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ben Hill Bdcstg. Corp.
Address.....601 Roanoke Dr.
Phone Number.....2077-8
Air Time.....6 a.m.-10:30 p.m.
News Service.....AP
Transcription Service.....Capitol
President.....Otto Oriner
Gen., Sta., Comm. Mgr.....Al H. Evans
Prog., Prod., Pub. Dir.....Armine H. Wood
Prog. Dir., Chief Engr.....Charles E. Player

WFPM

FORT VALLEY—1951—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Peach Belt Bcstg. Co.
Address.....Roberta Rd.
Phone Number.....84
News Service.....UP
Representative.....Indie Sales
President.....Ed Stevens
General Manager.....Jim Honey
Station Manager.....Hugh Birdsong
Commercial Manager.....Kenneth Flynt
Program Director.....Connie Hall
Chief Engineer.....Charlie Parish

WDUN

GAINESVILLE—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By Northeast Ga. Bdcstg. Co.
Business-Studio Address.....217½ S. Main St.
Phone Number.....2341
Air Time.....Full Time
News Service.....AP
Transcription Service.....World
Representative.....Indie Sales
Membership.....BAB
Pres., Gen. Manager.....John W. Jacobs, Jr.
Station Manager.....Jay Still
Commercial Manager.....Doris Smith
Program Director.....Joe Franklin
Chief Engineer.....Les Brooks

WGGA

GAINESVILLE—1941—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Blue Ridge Bdcstg. Co.
Business Address.....P. O. Box 654
Phone Number.....1600
Air Time.....6 a.m.-M.
News Service.....UP
Representative.....Dora Dodson Agency
Pres., Gen. Mgr.....Charles A. Smithgall
Commercial Manager.....James E. Bailey
Program Director.....Billy Kinsey
Musical Dir.....James A. Hartley
Chief Engineer.....F. Keith Brown

WKEU

GRIFFIN—1933—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WKEU, Inc.
Address.....P. O. Box 155
Phone Number.....5507
News Service.....AP
Transcription Service.....Lang-Worth
President, General Mgr.....A. W. Marshall, Jr.
Com. Mgr., Pgm. Dir.....G. H. Whitley, Jr.
Chief Engineer.....W. F. Westmoreland

WKLY

HARTWELL—1947

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Louie L. Morris
Business Address.....Box 189, Hartwell
Phone Number.....71
News Service.....UP
Transcription Service.....Capitol, World
President.....Louie L. Morris
Exec. Vice-Pres.....Max G. Plaender
Asst. Mgr., Prom. Mgr., Pgm. Dir....Joe Wilder
Chief Engineer.....Broadus McLane

WBGR

JESSUP—1949—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Altamaha Bcstg. Co.
Address.....P. O. Box 147
Phone Number 2444
Air Time.....Sunrise-Sunset
News Service .....UP
Transcription Service .....Capitol
Representative .....Dora-Clayton
Pres., General Manager.....W. G. Thomas
Sta., Comm. Mgr.....George Thompson
Prog., Pub. Dir.....Dennis N. Brown
Chief Engineer.....Arthur L. Manning

WLAG

LA GRANGE—1941—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....LaGrange Bdcstg. Co.
Business-Studio Address....305-307 Broome St.
Phone Number.....3505
Newspaper Affiliation.....“Daily News”
Air Time.....6 am.-M.
News Service.....UP
Transcription Service .....World
Representative .....Indie Sales
Membership .....NARTB, BAB
President.....Roy C. Swank
General-Station-Commercial Manager.....Edwin Mullinax
Sales Prom. Mgr.....Faye Scarborough
Program Director.....John Boggess
Publicity Director.....Tom MacRae
Chief Engineer.....James McKay

WBML

MACON—1940—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Middle Georgia Bdcstg. Co.
Business-Studio Address.....230 Second St.
Phone Number 3-5454
Air Time.....Full Time
News Service.....AP
Transcription Service.....World
Representative .....Headley-Reed
Membership .....NARTB, BAB
President.....E. G. McKenzie
General Manager.....E. F. MacLeod
Commrecial Manager.....George W. Patton
Program Director.....Dick Wiethan
Chief Engineer.....H. S. Goodrich

WIBB

MACON—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Peach State Bcstg. Co., Inc.
Business-Studio Address....Professional Bldg.
Phone Number 2-2505
Air Time .....Daytime
News Service .....UP
Representative .....Walker
Membership .....BAB
Pres., Gen. Mgr.....Thomas H. Maxwell
Commercial Manager.....Donald C. Frost
Program Director.....Gordon Price

WMAZ

MACON—1922—CBS

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Address.....Bankers Insurance Bldg.
Phone Number 2-7373
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Katz
Pres., Chief Engineer.....George P. Rankin
Gen., Sta. Mgr.....Wilton E. Cobb
Sales Prom., Comm. Mgr.....Frank Crowther
Publicity Director.....Ed Pendleton
Chief Engineer.....James D. Lawhon

WNEX

MACON—1945—MBS-ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Macon Bcstg. Co.
Business-Studio Address.....Bibb Bldg.
Phone Number 5-3301
Newspaper Affiliation...“Telegraph & News”
Air Time.....5:45 a.m.-12:35 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Branham
President .....Ed Lowe
General-Station Manager.....Alfred Lowe
Business Manager.....Emory G. Stroberg
Commercial Manager.....Marion Bragg
Program Director.....Mrs. Billie Edwards
Publicity Director.....Robert R. Savage
Chief Engineer.....Charles A. Walker

WFOM

MARIETTA—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....F. Wilson & A. Jones
Address.....P. O. Box 131
Phone Number 8-3396
News Service .....UP
General Manager.....Albert L. Jones
Program Director.....Alice Bliss
Chief Engineer.....Chuck Strauss

WMVG

MILLEDGEVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jere N. Moore
Business-Studio Address.....P. O. Box 307
Phone Number 250
Newspaper Affiliation.....“Union Recorder”
Air Time.....Full Time
News Service .....UP
Transcription Service .....Capitol
Representative .....Irene Griffith
Membership .....NARTB

President (Owner).....Jere N. Moore
Gen., Sta., Comm. Mgr.....Michael T. Landy
Program Director .....Josephine Ragsdale
Chief Engineer.....Robbie O. Hattaway

WMGA

MOULTRIE—1939—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Pidcock
Business-Studio Address.....Tifton Highway
Phone Number 999
Air Time.....Full Time
News Service .....UP
Representative .....McKinney, Ayres
Owner.....John F. Pidcock
Station, Comm. Mgr.....Roy F. Zess
Program Director.....Spence Raulerson
Chief Engineer.....Homer Sloan

WCOH

NEWNAN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Newnan Bcstg. Co.
Business-Studio Address.....11 Court Sq.
Phone Number 1400
News Service .....AP
Transcription Service .....World
President.....D. T. Manget
Gen., Comm. Mgr.....J. O. Hardin
Chief Engineer.....Walter O. Welch

WLAQ

ROME—1947—ABC

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....News Publishing Co.
Address.....209 Broad St.
Phone Number 7767
Newspaper Affiliation.....“News Tribune”
News Service .....AP
Transcription Service .....World
Membership .....NARTB
President.....Mrs. B. H. Mooney, Sr.
Gen., Sta., Sales Prom. Mgr.....Lee Mowry, Jr.
Commercial Manager.....Martha Daniel
Program Director.....Elizabeth Hardin
Publicity Director.....William Morris
Chief Engineer.....Dan Scott

WRGA

ROME—1930—MBS-KBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Rome Bcstg. Corp.
Bus.-Studio Address.....501 Broad St.
Phone Number 2-2411
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NARTB
Pres. and Gen. Mgr.....Mather Payne
Secretary-treasurer .....Charles Smithgall
Commercial Manager.....Pinkie Talley
Program Director.....Jim Roberts
Chief Engineer.....R. A. Starr

WROM

ROME—1946

Frequency: 710 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coosa Valley Radio Co.
Business-Studio Address.....121 Broad St.
Phone Number 2-0833
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....Dora-Clayton
President .....Dean Covington
Gen. Mgr.....Edward N. McKay
Program Director.....Charlie Doss
Chief Engineer.....Thomas Robertson

WCCP

SAVANNAH—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated by.....Dixie Bcstg. Co.
Business-Studio Address.....P. O. Box 943
Phone Number 2-4182
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Walker
Membership .....NARTB
Pres., Gen. Mgr.....Carter C. Peterson
Sta., Comm. Mgr.....Weldon Herrin
Sales Prom. Mgr.....Charles Lipton
Program Director.....Charles Beresford
Publicity Director.....Al Jennings
Chief Engineer.....William Moats

WDAR

SAVANNAH—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAR, Inc.
Business-Studio Address.....34 E. Bryan St.
Phone Number 3-8807
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB-BAB
Pres., Gen. Mgr.....H. Blair Minick
Commercial Manager.....H. J. Reimers
Program Director.....James Partain
Chief Engineer.....Joseph Testo

WFRP

SAVANNAH—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Georgia Bcstg. Co.
Business-Studio Address....219 E. Charlton St.
Phone Number 3-9642
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....McKinney-Ayres
Pres., Gen. Sta. Mgr., Pgm. Dir..John F. Pidcock
Comm., Sls. Prom., Pub. Mgr....John Williams
Chief Engineer, News Dir.....James M. Wilder

WJIV

SAVANNAH—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WJIV, Inc.
Bus. Address.....128 W. Taylor St.
Phone 4-7264
News Service .....AP
Representative .....Forjoe
President.....W. H. Keller, Jr.
Commercial Manager.....Abe Eisenman
General Manager.....J. L. Woods
Sls. Prom. Mgr.....Frank Freeman
Chief Engineer.....Robert Rivers

WSAV

SAVANNAH—1939—NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....WSAV, Inc.
Bus.-Studio Address...Liberty Natl. Bank Bldg.
Phone Number 3-0234
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Blair
Pres., Gen.-Sta. Mgr.....Harben Daniel
Comm., Sales Prom. Mgr.....Don Jones
Program Director.....Robert Shipley
Publicity Director.....Susan Perry

WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Savannah Bcstg. Co.
Business-Studio Address.....516 Abercorn St.
Phone Number 2-0127
Air Time.....Full Time
News Service .....UP
Transcription Service.....Lang-Worth
Representative .....Katz
Membership .....NARTB
Pres., Gen., Sta. Mgr...William T. Knight, Jr.
Commercial Manager.....Ben Williams
Sales Promotion Manager.....Sally B. Myer
Program Director.....Dwight J. Bruce
Publicity Director.....Ben Quick
Chief Engineer.....Kyle E. Goodman

WWNS

STATESBORO—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Statesboro Bcstg. System
P. O. Box 146
Phone Number 502
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Membership .....NARTB
Pres., Gen. Mgr.....R. H. Thompson
Sta., Comm. Mgr.....Jim Watson
Chief Engineer.....Ernie Golieb

WGTA

SUMMERVILLE—1950

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-State Bcstg. Co.
Address .....Box 213
Phone Number 295
News Service .....UP
Transcription Service .....Capitol
President.....E. C. Pesterfield
General Manager.....William B. Farrar
Program Director.....Laurence Keown
Chief Engineer.....Charles M. Lowry, Jr.

WJAT

SWAINSBORO—1950

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Jack & Nancy M. Thompson
Address.....P. O. Box 371
Phone Number 2011
Transcription Service.....Lang-Worth, Capitol
News Service .....UP
General Manager.....Jack A. Thompson
Sta. Mgr., Chief Engr....John H. (Jack) Wiseley
Program Director.....Sal Beaumont

WSFT

THOMASTON—1947—MBS-KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Thomaston Bcstg. Co.
Business-Studio Address.....P. O. Box 689
Phone Number 2187
Newspaper Affiliation....."Times" and
"Free Press"
Air Time .....Daytime
Transcription Service .....World
News Service .....AP
Membership .....BAB
President.....J. B. Hardy
General, Station Manager.....S. J. Corswell
Comm., Sales Prom. Mgr.....C. T. Thomas
Program Director.....Bill Heule
Chief Engineer.....R. D. Wharton

WKTG

THOMASVILLE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Southern Bcstg. System, Inc.
Address.....Bank of Thomas County Bldg.
Phone Number 1501
News Service .....AP
Air Time .....Daytime
Transcription Service.....World, Thesaurus
Representative .....Clark, Clayton
Pres., Gen. Mgr.....W. F. Scott, Jr.
Sta., Comm. Manager.....L. T. Porter
Chief Engineer.....Bruce E. Singleton

WPAX

THOMASVILLE—1922

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Business-Studio Addres...117 Remington Ave.

Phone Number 909
News Service ..... UP
Transcription Service ..... Capitol
Owner, Gen. Mgr. ..... H. Wimpy
Commercial Manager ..... Al Feinberg
Chief Engineer ..... James Poole

WTWA

THOMSON—1947—MBS-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Hickory Hill Bcstg. Co., Inc.
Business Address ..... 215 Lumpkin St.
Phone Number 777
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... World
Membership ..... NARTB, BAB
President ..... Edgar H. Kobak
Chief Engineer ..... Edward W. Williams, Jr.

WWGS

TIFTON—1947—MBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Tifton Bcstg. Corp.
Address ..... Graham Bldg.
Phone Number 921
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... Capitol
Representative ..... Thomas F. Clark
President ..... W. A. Graham
Gen., Comm. Mgr. ..... James E. Graham
Program Director ..... Carl Wendell
Chief Engineer ..... John Gilmore

WLET

TOCCOA—1941—MBS

Frequency: 1420 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... R. G. Letourneau
Address ..... 423 Prather Bridge Rd.
Phone Number 544
Air Time ..... 6 a.m.-Sunset
News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Thomas F. Clark
Membership ..... NARTB
President ..... R. G. Letourneau
Sta. Mgr., Prog. Dir. ..... Virgle E. Craig
Comm., Sls. Prom. Mgr. ..... Roy Gaines
Chief Engineer ..... C. H. Sutton

WGAF

VALDOSTA—1951—ABC

Frequency: 910 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Valdosta Bcstg. Co.
Address ..... 116 W. Hill Ave.
Phone Number 910
News Service ..... AP
Transcription Service ..... Thesaurus
Representative ..... John E. Pearson
Pres., Gen. Mgr. ..... George B. Cook
Publicity Director ..... Betty McCraney
Chief Engineer ..... N. V. Pieler

WGOV

VALDOSTA—1941—MBS

Frequency: 950 Kc. ..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By ..... WGOV, Inc.
Address ..... Daniel Ashby Hotel
Phone Number 1420
Air Time ..... 6 a.m.-12 M.
News Service ..... UP
Representative ..... Forjoe
President ..... Wm. H. Keller, Jr.
General Mgr. ..... A. B. Smith
Program Director ..... Jack Jackson
Sales Prom. Mgr. ..... Vince Randolph
Chief Engineer ..... Lester Q. Hall

WVOP

VIDALIA—1946—MBS-KBS

Frequency: 970 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Vidalia Bcstg. Co.
Address ..... Box 391, Mt. Vernon Rd.
Phone Numbers 327, 693
Air Time ..... Daytime
News Service ..... UP
Transcription Service ..... World, Cole
Membership ..... NARTB
Business Manager ..... Howard C. Gilreath
Prog. Dir., Prom. Mgr. ..... Robert Smith
Publicity Director ..... R. E. Ledford
Chief Engineer ..... H. L. Dorough

WACL

WAYCROSS—1951

Frequency: 570 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Teletronics Inc.
Address ..... Memorial Drive
Phone Number 3068
News Service ..... AP
Transcription Service ..... Lang-Worth
Membership ..... BAB
Pres., Gen. Mgr. ..... James S. Rivers
Station Manager ..... Robert C. Lay
Commercial Manager ..... J. Lamar Goldwire
Chief Engineer ..... Loyd E. McKinney

WAYX

WAYCROSS—1936—MBS-KBS-GALS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Jack Williams
Business-Studio Address ... 1600 Carswell Ave.
Phone Number 965
Newspaper Affiliation ..... "Journal-Herald"
Air Time ..... 6:30 a.m.-M.
News Service ..... UP
Transcription Service ..... World, Capitol
Representative ..... Hal Holman
Membership ..... NARTB
President ..... Jack Williams
Sta., Comm. Mgr. ..... John J. Tobola
Sales Prom. Mgr. ..... Tommy Edwards
Chief Engineer ..... Curtis Frazier

WRLD

WEST POINT—1940—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Valley Bcstg. Co., Inc.
Business Address.....P. O. Box 310
Phone Number 2-2771
Newspaper Affiliation.....Valley Daily Times News
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Joseph H. McGillvra
Membership .....BAB
Pres., Gen. Mgr.....J. C. Henderson
Publicity Director.....Dorothy Forester
Sta., Comm. Mgr.....Jim Murphy
Program Director.....Aileen Love
Chief Engineer.....Jay H. Lamb

WIMO

WINDER—1952

Frequency: 1300 Kc....Power: 1000 Watts d.
Owned-Operated By ...Winder-Monroe Bcstg.
Phone Number 4831
News Service .....UP
President.....W. C. Woodall, Jr.
Gen., Comm. Mgr.....C. H. Grider
Prog. Dir., Prom. Mgr.....R. A. Jones
Chief Engineer.....W. R. Powell

IDAHO

Pop. April 1, 1953 (Est.) 617,000 — Total Housing Units 191,000
Families April 1, 1953 (Est.) 174,000 — Stations in State 23

KBLI

BLACKFOOT—1951

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....William I. Palmer
Address .....Yellowstone Ave.
Phone Number 780
Comm., Sta. Manager.....Carl Winther
Program Director.....Vannie Winther
Chief Engineer.....Myron "Mike" May

KDSH

BOISE—1947—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By..Boise Valley Bcstrs., Inc.
Business-Studio Address.....311 N. 10th St.
Phone Number 780
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Free & Peters
Membership .....BAB
Pres., Gen. Mgr.....H. Westerman Whillock
Sta., Comm. Mgr.....Earl Glade Jr.
Local Sales Mgr.....George Ganz Jr.
Chief Engineer.....James Johntz Jr.

KGEM

BOISE—1946—ABC

Frequency: 1140 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Idaho Bcstg. & Telev. Co.
Business-Studio Address.....5601 Cassia
Phone Number 4-3511
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NARTB
President.....Frank C. Carman
Gen., Sta. Mgr.....Milo J. Petersen
Commercial Manager.....Lou Clemens
Program Director.....Del Lundbom
Chief Engineer.....Le Roy O'Loughlin

KIDO

BOISE—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....KIDO, Inc.
Business-Studio Add...Chamber of Comm. Bldg.
Phone Number 2-4611
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....John Blair
Membership .....NARTB, BAB
President.....Georgia M. Davidson
General Mgr.....Walter E. Wagstaff
Commercial Mgr.....Hugh Shelley
Program Dir.....Jack Link
Chief Engineer.....Harold W. Toedemeier

KBIO

BURLEY—1947
ABC-ROCKY MT. NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KBIO, Inc.
Business-Studio Address.....P. O. Box 461
Phone Number 10
News Service .....UP
Transcription Service .....World
Representative.....Donald S. Cooke
President.....Jessica L. Longston
Commercial Manager.....George MacDonald
Gen., Sta. Mgr.....K. Clark
Program Director.....Roy Lamont
Chief Engineer.....Donald Lockwood

KCID
CALDWELL—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Caldwell Bcstg. Co.
Business-Studio Address.....P. O. Box 1052
Phone Number 9-7444
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....UP
Transcription Service .....World
Pres., Comm. Mgr.....Clair B. Hull
Sta., Gen. Mgr., Prog. Dir.....F. H. Booton
Chief Engineer.....Richard Lewis

KVNI
COEUR D'ALENE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Coeur d'Alene Bcstg. Co.
Business-Studio Address.....Blackwell Island
Phone Number 900
Newspaper Affiliation.....The Press
Air Time.....6 a.m.-11 p.m.
Transcription Service .....Capitol
President.....Burl C. Hagadone
Gen., Sta., Comm., Prom. Mgr..Wayne E. Olsen
Pgm., Pub. Dir.....Bernard V. Merriman
Chief Engineer.....Don Schafer

KID
IDAHO FALLS—1928—CBS

Frequency: 590 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....Idaho Radio Corp.
Business-Studio Address.....Park & C St.
Phone Number 4
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
President.....A. W. Schweider
General-Station Manager.....C. N. Layne
Commercial Manager.....Leonard Wasden
Program Director.....Roy Southwick
Chief Engineer.....Carrol Secrist

KIFI
IDAHO FALLS—1946—ABC-MBS
INTERMOUNTAIN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Idaho Bcstg. & Television Co.
Bus.-Studio Address...No. Yellowstone Hiway
Phone Number 1054
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Mgr.....J. M. Brady
Station Manager.....John R. Taylor
Program Director.....Hal Simmons
Publicity Director.....Wayne Davis
Chief Engineer.....George Stone

KRLC
LEWISTON—1935—MBS-DON LEE

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....H. E. Studebaker
Business-Studio Address....Lewis-Clark Hotel
Phone Number 3-1551
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Weed and Company
Membership .....NARTB, BAB
General Manager.....H. E. Studebaker
Station Manager.....Donald Thomas
Commercial Manager.....Thomas Decker
Program Director.....Bill Dodel
Chief Engineer.....Gene Wilson

KRPL
MOSCOW—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Interstate Radio, Inc.
Business Address. P. O. Box 396
Phone Number.....Moscow 2283
News Service .....AP
Transcription Service .....SESAC
Representative..Walter Biddick (Pacific Coast)
Membership .....NARTB
President.....Ted R. Farrier
Gen., Sta. Mgr., Pgm. Dir. ....Bert McAllister
Comm., Sales Prom. Mgr.....J. V. Cooney
Chief Engineer.....Herbert D. Young

KFXD
NAMPA—1930—MBS
INTERMOUNTAIN

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Frank E. Hurt & Son
Business Address.....Box 891
Phone Number 6-4611
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Capitol
Representative .....Avery-Knodel
President.....Edward P. Hurt
General Manager.....Doyle Cain
Program Director.....Shirl Black
Chief Engineer.....G. M. Rose

KWAL
OSBURN—1938—MBS

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....Silver Bcstg. Co.
Business-Studio Address .....Osburn
Phone Number 8-2111
Transcription Service .....World
Representative .....Hal Holman
Membership .....NARTB
President.....Dr. J. R. Binyon
Gen., Sta., Comm. Manager.....R. G. Binyon
Program Director.....George Shreve
Publicity Director.....Jane Cantrell
Chief Engineer.....G. Turner Dreher

KJRL

POCATELLO—1946—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio & Telev. Corp. of Idaho
Address.....1140 Yellowstone Ave.
Phone Number 1240
Newspaper Affiliation.....Idaho State Journal
News Service .....UP
Transcription Service .....Capitol
Representative.....CBS Radio Spot Sales
Membership .....NAB
Pres., Gen. Mgr.....Burl C. Hagadone
Gen., Comm. Mgr.....Louis F. Haller
Prog., Pub. Dir.....Dick Wright
Chief Engineer.....Julian Dennis

KSEI

POCATELLO—1926—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Service Corp.
Business-Studio Address.....Hotel Whitman
Phone Number 4000
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription.Standard, Lang-Worth, Thesaurus
Representative.....Weed and Co.
Membership .....NARTB, BAB
President.....O. P. Soule
Gen., Comm. Mgr.....Henry H. Fletcher
Publicity Dir.....Olive M. Leeney
Program Director.....Ruthe A. Fletcher
Chief Engineer.....Ellis W. Call

KWIK

POCATELLO—1946—ABC-MBS INTERMOUNTAIN

Frequency: 1440 Kc.....Power: 1000 Watts
Owned By.....Eastern Idaho Bcstg. & TV Co.
Business-Studio Address.....Hotel Bannock
Phone Number 3400
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
Membreship .....NARTB, BAB
President.....James M. Brady
Gen., Sta. Mgr.....Charles Crabtree
Commercial Manager.....Don W. Burden
Program Director.....Earl Bingham
Chief Engineer.....Delbert Williams

KPST

PRESTON—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Voice of The Rockies, Inc.
Business-Studio Address.....Box 192
Phone Number 600
Transcription Service .....Associated
President .....Leon Smith
Gen., Sta. Mgr.....Rulon Dunn
Commercial Mgr.....M. S. Stocking
Chief Engineer.....D. A. Nash, Jr.

KRXK

REXBURG—1951

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Snake River Radio & TV Co., Inc.
Address .....Box 301
Phone Number.....700, 701
News Service .....AP
Transcription Service.....Capitol, Thesaurus
President.....Dr. M. F. Rigby
Gen. Mgr., Chf. Engr.....Howard R. Chapman
Program Director.....James G. Clawson

KSPT

SANDPOINT—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bauer Bcstg. Co.
Business Address.....Dover Rd.
Phone Number 555
News Service .....UP
Transcription Service .....Standard
Pres., Gen. Mgr.....Norman Bauer
Program Director.....Bill Banks
Chief Engineer.....William Frey

KEEP

TWIN FALLS—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Sales Corp.
Business Address.....Blue Lakes Blvd.
Phone Number 3002
Air Time.....6 a.m.-12M.
News Service .....UP
Membership .....BAB
President.....D. Spencer Grow
Station Manager.....Dewain Silvester
Program Director.....Paul Droubay

KLIX

TWIN FALLS—1946—MBS-ABC

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By....Southern Idaho Bcstg. & Television Co.
Business-Studio Address.....Elizabeth Blvd.
Phone Number 2820
Air Time.....4:30 a.m.-1:00 a.m.
News Service .....AP
Transcription Service....Capitol, MacGregor, Associated
Representative .....Avery-Knodel
Membership .....NARTB, BAB
V.P., Gen. Sta. Mgr.....Frank C. McIntyre
Commercial Mgr.....Juneau H. Shinn
Program Director.....Don Allen
Sales Promotion Manager.....Bob Weggeland
Chief Engineer.....Lloyd James

It's a fact...

Radio reaches and sells more people at far lower cost than any other medium.

●

It's also a fact...

WGN reaches more homes per week than any other Chicago station*... one reason why more grocery and drug advertisers buy WGN than any other major station in the second largest market in the nation!

*BMB... Study No. 2

WGN

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Illinois
50,000 Watts
720
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Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

KTFI
TWIN FALLS—1928—NBC

Frequency: 1270 Kc. Power: 5000 d., 1000 n.
Owned-Operated By.....Radio Bcstg. Corp.
Business-Studio Address....241 Main Ave. W.
Phone Number 2400
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription Service...Standard, Lang-Worth
Representative .....Weed
Membership .....NARTB, BAB
President.....O. P. Soule
Gen.-Station-Comm. Manager...F. M. Gardner
Sales Prom. Mgr.....K. W. Montgomery
Program Director.....Jack Farrar
Chief Engineer.....Marvin Hartley

KWEI
WEISER—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcst. Co.
Business-Studio Address.....Box 791
Phone Number 700
News Service .....AP
Transcription Service .....Capitol
Membership .....BAB
President.....M. V. Ling
Commercial Manager.....S. B. Hale
Sales Prom. Mgr., Ch. Eng.....Edwin C. Miller
Program Director.....Robert Rigler

ILLINOIS

Pop. April 1, 1953 (Est.) 9,214,000 — Total Housing Units 2,593,000
Families April 1, 1953 (Est.) 2,579,000 — Stations in State 78

WOKZ
ALTON—1948—KBS

Frequency: 1570 Kc. .....Power 1000 Watts
Owned-Operated By .....WOKZ, Inc.
Address .....Hotel Stratford
Phone Number 3-5506
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Station Representative.....Sears & Ayer
Membership .....BAB
President.....Edward A. Wheeler
Gen. Sta., Comm. Mgr.....William R. Tedrick
Prom. Mgr., Publ. Dir.....Allan Riehl
Program Director.....Clyde Wiseman
Chief Engineer.....C. L. Kennedy

WMRO
AURORA—1938

Frequency: 1280 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Martin R. O'Brien
Business-Studio Address.....184 S. River
Phone Number 4215
News Service .....INS
Transcription Service .....Lang-Worth
Pres., Gen., Sta. Mgr.....Martin R. O'Brien
Comm., Sales Prom. Mgr.....Vincent G. Cofey
Prog., Publ. Dir.....Jeanne M. Doran
Chief Engineer.....John Kitner

WAVA
AVA—1951

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Johnson & Johnson
Address.....P. O. Box 18
Phone Number 3311
News Service .....UP
Transcription Service .....SESAC
Co-o., Gen., Comm. Mgr...Leonard M. Johnson
Co-o., Program Director....Leonard F. Johnson
Chief Engineer.....Julian Emlen

WIBV
BELLEVILLE—1947

Frequency: 1060 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address..2100 W. Main
Phone Number 5000
News Service .....AP
Representative .....Indie Sales
Membership .....BAB
President.....John W. Lewis
Gen. Mgr., Pgm. Dir.....Paul O. Godt
Comm., Prom. Mgr., Pub. Dir...Clarence Keller
Chief Engineer.....Marvin Mollering

WJBC
BLOOMINGTON—1924—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Bloomington Bcstg. Corp.
Address.....209 E. Washington
Phone Number 5281
Air Time.....Full Time
News Service .....UP
Transcription Service.....Thesaurus, World
Representative .....Rambeau
Membership .....NARTB, BAB
President.....Loring C. Merwin
General Sta., Manager...Warner C. Tidemann
Commercial Manager.....Harry Swift
Program Director.....Gus Grebe
News Director.....Keith Bright
Chief Engineer.....Fred L. Bailey

WCFL

LOWEST COST PER THOUSAND

OF ANY 50,000 WATT STATION

IN CHICAGO

FOR DETAILS

CONTACT

PEGGY STONE
Radio-TV Representatives, Inc.
480 Lexington Ave.
New York City

MARTY HOGAN
WCFL
Chicago, Ill.

WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Business Address.....Box 311
Phone Number 1490
Air Time.....Full Time
News Service .....UP
Representative .....John E. Pearson
Membership .....NARTB, BAB
Owner-Chief Engr.....Oscar C. Hirsch
Gen.-Station-Comm. Mgr.....Merrill C. Currier

WBYS

CANTON—1947—KBS

Frequency: 1560 Kc.....Power: 250 Watts, d.
Owned-Operated By...Fulton Co. Bcstg. Co.
Business-Studio-Transmitter...East Lynn Limits
Phone Number 1877
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....World
President.....H. R. Winsor

WCIL

CARBONDALE—1946

Frequency: 1020 Kc....Power: 1000 Watts, d.
Owned-Operated By...Southern Illinois Bcstg.
Business-Studio Address.....219 W. Main St.
Phone Number 167
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
Gen., Sta. Mgr., Chf. Engr.....Paul F. McRoy
Commercial Manager.....Walter Schafer

WROY

CARMI—1948—KEYSTONE

Frequency: 1460 Kc. .....Power: 1000 Watts
Owned-Oper. By .....Carmi Bdcstg Co.
Address .....101 South Walnut Street
Phone Number 4161
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Representative .....Sears & Ayer, Inc.
Membership .....NARTB, BAB
President .....Roy Clippinger
General Manager.....R. W. Cartier
Commercial Manager.....Jack Wiedemann
Program Director.....William Baker
Chief Engineer.....Gene McLin

WCAZ

CARTHAGE—1921

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Superior Bcstg. Service, Inc.
Business-Studio Address.....502 Wabash Ave.
Phone Number 520
Air Time .....Daytime
President .....Zola Compton

WCNT

CENTRALIA—1946

Frequency: 1210 Kc....Power: 1000 Watts, d.
Owned-Operated By.....Southern Illinois Broadcasting Corp.
Business-Studio-Transmitter .....Centralia
Phone Number 5151
News Service .....UP
Transcription Service .....Standard
President.....C. W. Rodgers
Gen., Sta., Comm. Mgr.....Merle G. Rogers
Program Director.....Ken Scott
Chief Engineer .....Dwight North

WDWS

CHAMPAIGN—1937—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner....The Champaign News Gazette, Inc.
Business Address .....48 Main St.
Phone Number 6-1855
Air Time.....7 a.m. M.
News Service .....UP
Transcription Service .....World
Representative...Robert Meeker & Associates
Membership .....NARTB
President.....Mrs. Helen M. Stevick
General Manager.....J. A. McDermott
Station Manager.....Marc Howard
Chief Engineer.....Robert Schenke

WAAF

CHICAGO—1922

Frequency: 950 Kc....Power: 1000 Watts, d.
Owned-Operated By.....Corn Belt Pub., Inc.
Business Address.....221 N. LaSalle St.
Phone Number .....Randolph 6-1932
News Service .....UP
Transcription Service .....Standard
Representative.....Burn-Smith Co., Inc.
President .....Ward A. Neff
Vice-President.....W. E. Hutchinson
Sta., Comm., Prom. Mgr.....Thomas L. Davis
Prog., Publ. Director.....Bill Bauer
Chief Engineer.....Carl W. Ulrich

WCFL

CHICAGO—1926—ABC

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Operated By..Chicago Federation of Labor
Business-Studio Address..666 Lake Shore Dr.
Phone Number.....MOhawk 4-2400
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard
Representative.....Radio-TV Reps., Inc.
Pres., Gen. Mgr.....Arthur F. Harre
Commercial Mgr.....Marty Hogan
Program Director.....Robert A. Platt
Chief Engineer.....Charles E. Willett

WAIT

CHICAGO—1941

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Station WAIT
Bus.-Studio Address.....75 E. Wacker Dr.
Phone Number.....Franklin 2-0660
News Service .....UP
Transcription Service .....Standard
Representative .....Young
President.....Gene T. Dyer
General Manager.....Earl Withrow
Program Director.....Rosemary Pitru
Chief Engineer.....Edward W. Jacker

WBBM

CHICAGO—1923—CBS

Frequency: 780 Kc. .....Power: 50,000 Watts
Owned By.....CBS, Inc.
Operated By.....CBS Radio Division
Address .....410 N. Michigan Ave.
Phone Number .....Whitehall 4-6000
Air Time.....Full Time
News Service.....AP, UP
Transcription Service .....Associated
Representative.....CBS Radio Spot Sales
President .....Frank Stanton
Vice-Pres., Gen. Mgr.....H. Leslie Atlass
Asst. Gen. Mgr.....Kenneth B. Craig
Commercial Manager.....C. G. Johnston
Program Director.....Al Bland
Sales Prom. Mgr.....C. W. Doebler
Chief Engineer.....J. F. Hovy

WCBD

CHICAGO-ZION—1947

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Oper. By.....Michael J. Mintern
Business Address.....2714 Enoch Ave., Zion
Phone Number 521
Managing Director.....Michael J. Mintern
Commercial Manager.....Carl Q. Lee

WCRW

CHICAGO—1926

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Clinton R. White
Address.....2756 Pine Grove Ave.
Phone Number.....EAstgate 7-6860
General Manager.....J. A. White

WEDC

CHICAGO—1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denemark, Inc.
Address.....3860 W. Ogden Ave.
Phone Number.....CRawford 7-4100
Air Time.....Full Time
News Service .....UP
President .....Emil Denemark
Gen.-Station-Comm. Mgr.....Frank J. Kotnour
Program, Publicity Director.....Bill Mack
Chief Engineer.....John R. Rimicci

WENR

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Operated By....American Bcstg. Co.
Business-Studio Address....20 N. Wacker Dr.
Phone Number.....ANdover 3-0800
News Service.....AP, UP
Representative.....ABC Spot Sales
President (ABC).....Robert E. Kitner
Vice Pres. Cen. Div. ABC..John H. Norton, Jr.
Station Manager.....Edward Lynch
Promotion Manager.....Jim Duffy
Program Director.....Burr E. Lee
Chief Engineer.....Ed Horstman

WGES

CHICAGO—1924

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By....Radio Station WGES
Business-Studio Address....2708 Wash. Blvd.
Phone Number.....SAcramento 2-1700
News Service.....UP
Transcription Service .....Associated
General, Station Manager.....John A. Dyer
Commercial Mgr.....Elizabeth M. Hinzman
Sales Promotion Maager.....K. P. Freda
Program Director.....Herbert Rudolph
Chief Engineer.....William Shunk

WGN

CHICAGO—1924—MBS

Frequency: 720 Kc.....Power: 50,000 Watts
Owned-Operated By.....WGN, Inc.
Bus.-Studio Address...441 N. Michigan Ave.
Phone Number .....SU 7-0100
Newspaper Affiliation...The Chicago Tribune
Air Time.....Full Time
News Service .....AP, INS, UP
Transcription Service .....Standard
Representative .....Hollingberry
Membership .....NARTB, BAB
President.....Col. Robert R. McCormick
General Sta. Manager.....Frank P. Schreiber
Commercial Manager..William A. McGuineas
Sales Promotion Manager ..Charles A. Wilson
Program Director.....Bruce Dennis
Publicity Director.....James Hanlon
Dir. of Engineering.....Carl J. Meyers

(*See Page* 402)

WHFC

CHICAGO—1925

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .....WHFC, Inc.
Address..3350 S. Kedzie Ave., Chicago 23, Ill.
Phone Numbers.....Cliffside 4-7411,
Townhall 3-6305
Air Time.....Full Time
News Service .....AP
Pres.-Gen. Mgr.....Richard W. Hoffman

The Purpose of Advertising is to get

RESULTS

Evidence of WLS position as a result producing medium for advertising is found in the impressive group of advertisers who, like those listed below, use the station consistently year after year. They and many others have found that listener loyalty to WLS extends to the station's advertisers —and that midwest people *buy* the products they hear about on WLS. Listener loyalty produces advertising results.

Bristol-Myers	9 yrs.	Pioneer Hibred Co.	16 yrs.	Colgate-Palmolive-Peet	10 yrs.
Ralston-Purina	12 yrs.	Chrysler Corp.	8 yrs.	Vick Chemical Co.	14 yrs.
Allied Mills	14 yrs.	Oshkosh Overall Co.	16 yrs.	Murphy Products Co.	21 yrs.
Block Drugs	9 yrs.	Procter & Gamble	16 yrs.	Groves Laboratories	10 yrs.
Campbell Cereal Co.	23 yrs.	Carter Medicine Co.	15 yrs.	Sterling Drug	9 yrs.
Consolidated Products	12 yrs.	Flex-O-Glass	16 yrs.	Keystone Steel & Wire Co.	21 yrs.
Phillips Petroleum	9 yrs.	Lever Bros.	8 yrs.	Metropolitan Life Ins.	8 yrs.
General Foods	9 yrs.	Hulman & Co	13 yrs.		
Standard Brands	7 yrs.	Little Crow Milling Co.	14 yrs.		

ABC NETWORK
890 KILOCYCLES

50,000 WATTS
CLEAR CHANNEL

WLS

The PRAIRIE FARMER STATION

CHICAGO 7

REPRESENTED BY JOHN BLAIR & CO.

Station Manager.....Marie E. Clifford
Comm., Prom. Mgr.....Flo Summers
Program Director.....R. Kennedy
Chief Engineer.....Elmer P. Hayes

WIND
CHICAGO—1926

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Johnson Kennedy Radio Corp.
Bus.-Studio Address.....400 N. Michigan Blvd.
Phone Number.....WHitehall 4-2170
Transcription Service .....Standard
Air Time .....Unlimited
News Service.....AP, UP
Representative.....AM Radio Sales
President, General Manager...Ralph L. Atlass
Commercial Manager.....John T. Carey
Program Director.....H. Leslie Atlass, Jr.
Sales Promotion Manager...Walter Rubens, Jr.
Publicity Director.....Geraldine Hanson
Chief Engineer.....Kenneth C. Shirk

WJJD
CHICAGO—1934

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Operated By....Field Enterprises, Inc.
Bus.-Studio Address...230 N. Michigan Ave.
Phone Number .....STate 2-5466
Air Time.....4 a.m.-sundown
News Service .....UP
Transcription Service.....Standard, Capitol, Thesaurus, World
Representative .....Avery-Knodel
Membreship .....NARTB, BAB
President.....Marshall Field
General, Station Manager..Frederick G. Harm
Comm., Prom. Mgr.....Robert W. Ward
Program Director.....Peter G. Moon
Publicity Director.....Dick McNeeley
Chief Engineer.....Walter F. Myers

WLS
CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Operated By...Agricultural Bcstg. Co.
Business Address....1230 Washington Blvd.
Phone Number .....MO 6-9700
Air Time....Mon. thru Fri: 10 hrs., Sat., 19 hrs.
News Service.....AP, UP, Overseas N.
Transcription Service .....Standard
Representative .....John Blair
Membership .....NARTB
President.....James E. Edwards
Gen., Sta. Mgr.....Glenn Synder
Commercial Manager....Charles M. Freeman
Sales. Prom. Mgr. ....Warren W. Middleton
Program Director.....Harold Safford
Publicity Director .....John Drake
Chief Engineer.....Thomas Rowe

(*See Page* 407)

WMAQ
CHICAGO—1922—NBC

Frequency: 670 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address....Merchandise Mart
Phone Number .....SUperior 7-8300
Air Time.....Full Time
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative .....NBC
Membership .....NARTB
President .....Joseph McConnell
V.P.-General Manager.....Harry Kopf
Commercial Manager.....Rudi Neubauer
Sales Promotion Manager.....John Keys
Program Director.....Homer Heck
Publicity Director.....Chet Campbell
Chief Engineer.....Howard Luttgens

WSBC
CHICAGO—1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By ....Radio Station WSBC
Business-Studio Address..2400 W. Madison St.
Phone Number.....MOnroe 6-9060
News Service .....UP
Transcription Service .....SESAC
Representative .....Forjoe
Gen. Mgr., Pgm. Dir.....Robert O. Miller
Commercial Manager.....Julius Miller

WHOW
CLINTON—1947—LINCOLN NET

Frequency: 1520 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornbelt Bcstg. Co.
Business Address.....401½ S. Side Sq.
Phone Number 305
Representative .....Holman
President .....J. R. Livesay
V.P., Gen., Sta. Mgr.....Rolland O. Looper
Comm., Prom. Manager.....James Williams
Prog., Publ. Director.....Frank C. Jennings
Chief Engineer .....R. O. Looper

WDAN
DANVILLE—1938—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Northwestern Pub. Co.
Address.....17 W. North St.
Phone Number 1700
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney, Inc.
Membership .....NARTB, BAB
Gen., Sta., Comm., Prom. Mgr..Robert J. Burow
Program, Publicity Dir.....Honore E. Ronan
Chief Engineer.....T. G. Magin

WDZ

DECATUR—1921

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WDZ Bcstg. Co.
Business-Studio Address.....265 S. Park St
Phone Number 3-9744
News Service .....UP
Transcription Service.....World, Thesaurus
Representative.....Free & Peters
Membership .....NARTB, BAB
President.....Charles C. Caley
Gen., Sta. Mgr.....Frank C. Schroeder, Jr.
Commercial Manager.....Howard G. Bill
Program Director .....William F. Miller

WSOY

DECATUR—1925—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Illinois Bcstg. Co.
Address.....Rt. 48 at N. Jasper St.
Phone Number 5371
Air Time.....5:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Weed
Membership .....NARTB, BAB
President.....Frederick W. Schaub
General Manager.....Merrill Lindsay
Prom., Comm. Mgr. .....Charles F. Bruce
Program Director.....Jay Giles
Chief Engineer.....Allan Doyle

WLBK

DE KALB—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By..DeKalb Radio Studios, Inc.
Business-Studio Address.....153 N. Third St.
Phone Number 2677
News Service .....AP
Transcription Service .....Capitol
President .....George Spitz
General Manager.....R. C. Brown
Commercial Manager.....L. M. Still
Program Director.....William Beauchamp
Chief Engineer.....Robert Senne

WTMV

EAST ST. LOUIS—1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned By-Operated By.....On the Air, Inc.
Business-Studio Address.....5th & Broadway
Phone Number.....Upton 4-4390
News Service .....UP
Transcription Service .....SESAC
Representative.....Sears & Ayer
General Manager.....Frank J. Prendergast
Asst. Manager.....Elmer Willrich
Program Director.....Dan Stengel
Chief Engineer.....Erle E. White

WCRA

EFFINGHAM—1947

Frequency: 1090 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Effingham Bcstg. Co.
Business-Studio Address ..110 N. Banker St.
Phone Number 1090
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Membership .....NARTB
President.....Joseph E. McNaughton
General Manager.....Jack Armel
Chief Engineer.....G. S. Kregotis

WRMN

ELGIN—1949

Frequency: 1410 Kc. .....Power: 500 Watts
Owned-Oper. By .....The Elgin Bdcstg Co.
Address .....Fox Hotel
Phone Number 7700-1
News Service .....UP
Transcription Service .....Lang-Worth
Representative ....Joseph Hershey MvGillvra
President.....Joseph E. McNaughton
Gen., Sta., Comm. Mgr.....Dick Sutter
Prog. Dir., Chf. Engr.....George J. Merker

WNMP

EVANSTON—1946

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Evanston Bcstg. Co.
Business-Studio-Transmitter...2201 Oakton St.
Phone Number.....Greenleaf 5-1590
Air Time .....Sunrise-sunset
News Service .....INS
Transcription Service.....Capitol, Standard
Membership .....NARTB, BAB
President.....Fred S. Newton
Gen., Sta., Comm. Mgr.....Angus D. Pfaff
Production Director.....Lee P. Mehlig
Chief Engineer.....Albert Griffin

WFRL

FREEPORT—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Freeport Bcstg. Co., Inc.
Business-Studio Address....9 N. Chicago Ave.
Phone Number .....State 436
News Service .....AP
Representative.....Sears & Ayer
Pres., Gen. Mgr., Ch. Engr...Vincent S. Barker
Commercial Manager.....Dave Taylor
Program Director.....Ralph Reynolds

WGIL

GALESBURG—1938

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Galesburg Bcstg. Co., Inc.
Business Address.....312 Hill Arcade
Phone Number 4626
Newspaper Affiliation..."Daily Register Mail"

Air Time.....6 a.m.-M.
News Service .....UP
Transcriptpion Service .....Thesaurus
Representative .....Wm. G. Rambeau
President .....Mrs. O. N. Custer
Sta., Gen. Mgr. .....Robert W. Frudeger
Commercial Mgr.....Roger L. Hoffman
Program Director.....G. F. Thoma
Chief Engineer.....H. H. Frederick

WEBQ

HARRISBURG—1923—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Harrisburg Bcstg. Co.
Business-Studio-Transmitter....100 E. Poplar St.
Phone Number 28
Air Time.....Full Time
News Service .....UP
Membership .....NARTB, BAB
Gen.-Station-Comm. Mgr.....Inglis M. Taylor
Sales Prom. Mgr.....Ken Hamilton
Program Director.....Dorice Turner
Publicity Director.....Eddie Wise
Chief Engineer.....Elmer L. Gladson

WJPF

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Orville W. Lyerla
Business-Studio Address.....P. O. Box 179
Phone Number 382
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NARTB, BAB
President.....Orville W. Lyerla
General Manager.....Charles R. Cook
Sales Promotion Manager.....Fred Simmons
Chief Engineer.....Ben Orf

WLDS

JACKSONVILLE—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Jacksonville Radio & TV B'csting Corp.
Business-Studio.....Fox-Illinois Theater Bldg.
Phone Number 1180
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
Newspaper Affiliation .....“Journal-Courier”
Representative .....Hal Holman
Membership .....NARTB, BAB
President.....Robert A. Fay
V.-P., Gen., Sta. Mgr.....R. Karl Baker
Program Director.....T. J. Fairburn
Chief Engineer.....G. J. Cassens

WJOL

JOLIET—1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Joliet Bcstg. Co.
Business-Studio-Transmitter....601 Walnut St.
Phone Number 4761
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Holman
Membership .....BAB
President .....Calvin Wilson
Gen.-Sta.-Comm. Mgr.....Joseph J. Garvey
Promotion Manager.....Marion Warner
Program Director.....Eileen Caron
Chief Engineer.....Lester DeCosta

WKAN

KANKAKEE—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kankakee Daily Journal Co.
Business-Studio Address..183 N. Schuyler Ave.
Phone Number 3-6633
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative .....Hal Holman
Membership .....NARTB
President.....Leslie C. Small
General Manager .....Burrel Small
Station Manager.....Bruce Brown
Commercial Manager.....Robert Hawkins
Program Director.....Orren Allain
Chief Engineer .....Richard Eckels

WKEI

KEWANEE—1952

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Kee Bcstg. Co.
Address.....207 Baker Bldg.
Phone Number 4471
News Service .....AP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr., Chf. Engr.....E. D. Scandrett

WTAQ

LA GRANGE—1950

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Oper. By....The La Grange Bcstg. Co.
Address .....Box 408
Phone Number 928-W
Air Time .....Daytime
Gen., Sta. Mgr., Chief Engr.....Russ Salter
Commercial Manager.....Ralph Faucher

WLPO

LA SALLE—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By...La Salle County Bcstg. Co.

Bus. Ad.....P. O. Box 215
Phone Number 3100
Air Time .....Daytime
News Service .....AP
Transcription Service.....RCA, Thesaurus
Membership .....NARTB, BAB
President .....Peter Miller
General-Commercial Mgr.....William Holm
Program Director.....Donald Frost
Pub., News Director.....Laverne Waltman
Chief Engineer.....Lawrence McCann

WPRC

LINCOLN—1947—KBS

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By .....Prairie Radio Corp.
Address.....P. O. Box 37
Phone Number 1370
Air Time .....Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Rambeau
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Ray F. Knochel
Commercial Manager.....Saunders Devine
Sales Prom. Mgr.....Earle Layman
Program Director.....William H. Brady
Publicity Director.....J. Evans Crowell
Chief Engineer.....Donald Thompson

WSMI

LITCHFIELD—1950—KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mid-Illinois Bcstg. Co.
Address .....Box 72
Phone Number 100
News Service .....AP
Air Time .....Daytime
Membership .....BAB
Pres., Gen. Mgr.....Hayward L. Talley
Chief Engineer.....Ralph T. Day, Jr.

WKAI

MACOMB—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Macomb Bcstg. Co.
Business-Studio Address....113 E. Carroll St.
Phone Number 1350
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
Pres., Gen. Mgr.....Wm. E. Schons
Sta., Comm. Mgr.....Gene Larsen
Sales Prom. Mgr.....Wayne Kennedy
Program Director.....Marvin Schulz
Chief Engineer.....Victor Anderson

WGGH

MARION—1949

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Operated By.....George W. Dodds
Business Address.....P. O. Box 228
Phone Number 824
News Service .....AP
Transcription Service .....Associated
Representative.....Sears & Ayer
Membership .....BAB
Pres., Gen. Manager.....George W. Dodds
Commercial Manager.....Raymond L. Hatley
Prog. Dir., Sta. Mgr.....James W. Duncan
Chief Engineer.....Orville D. Jackson

WLBH

MATTOON—1946

Frequency: 1170 Kc.....Power: 250 Watts d.
Owned-Operated By.....Mattoon Bcstg. Co.
Bus.-Studio Address....17th & Broadway Ave.
Phone Number 6464
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Standard
Representative .....Holman
Membership .....NARTB, BAB
President, Gen.-Station Mgr.....J. R. Livesay
Commercial Manager.....Ken Wooddell
Sales Promotion Manager.....Dwain Bower
Program Director.....Robert Gwess
Chief Engineer.....Ray Livesay

WMOK

METROPOLIS—1951—KBS

Frequency: 920 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Fort Massac Bcstg. Co.
Address.....P. O. Box 721
Phone Numbers 2106
Transcription Service .....Thesaurus
News Service .....UP
Representative.....Indie Sales, Inc.
Membership .....NARTB, BAB
Gen., Sta., Comm. Mgr.....James H. Firmin
Program Director.....J. R. Wetherington
Chief Engineer.....Carlos Steel

WQUA

MOLINE—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.Quad-City Bcstg. Corporation
Address .....Radio Center
Phone Number 4-6727
Air Time.....Full Time
News Service .....AP
Transcription Service .....Capitol
Representative.....Geo. P. Hollingberry Co.
President .....Dalton A. LeMasurier
Gen., Comm. Mgr.....G. LaVerne Flambo
Promotion Manager.....Louise Murphy
Program Director.....Benne Alter
Chief Engineer.....Harold Higby

WVMC

MOUNT CARMEL—1948—KBS

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By..J. R. Brewer & S. P. Bellinger
Address.....P. O. Box 184
Phone Number 1360
Air Time .....Daytime
News Service .....UP
Co-owner.....James R. Brewer
Co-owner & Gen. Mgr....Stephen P. Bellinger
Asst. Manager.....Vernon Nunn
Program Director.....Gil Wallace
Chief Engineer.....Eugene D. Garrett

WMIX

MT. VERNON—1946

Frequency: 940 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mt. Vernon Radio & Tel. Co.
Address.....121½ N. 9th St.
Phone Number 3500
Air Time .....Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....John E. Pearson Co.
President .....John Russell Mitchell
General, Commercial Manager.James E. Muse
Program Director.....Willard J. Purser
Sales Promotion Manager...Claude E. Schoen
Chief Engineer.....Alva Hulbert

WOPA

OAK PARK—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Village Bcstg. Co.
Address.....408 S. Oak Park Ave.
Phone Number.....VI 8-5760
Transcription Service .....Associated
News Service .....UP
President.....William L. Klein
General Manager.....Egmont Sonderling
Program Director.....Martin Bouhan
Chief Engineer.....Sidney Schneider

WVLN

OLNEY—1947—KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....Olney Bcstg. Co.
Business-Studio Address .....Olney
Phone Number 935
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Hal Holman
Pres., Gen., Sta. Mgr.....Marshall H. Poole
Prom. Mgr., Prog. Dir.....Bert DeBarr
Chief Engineer.....Paul Hartsey

WCMY

OTTAWA—1952

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Carl H. Meyer
Address.....P. O. Box 687
Phone Number 551
News Service .....UP
Transcription Service .....SESAC
Representative.....Sears & Ayer
Pres., Gen. Mgr.....Carl H. Meyer

WPRS

PARIS—1951

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Operated By.....Paris Bcstg. Corp.
Address.....2 Mi. W. Paris on State Rd. 133
News Service .....AP
Transcription Service .....Capitol
Membership .....NARTB
Pres., Gen., Sta., Comm. Mgr.
Adlai C. Ferguson Jr.
Program Director.....Carl E. Sunkel
Chief Engineer.....William Hunt

WSIV

PEKIN—1945—MBN

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By....Pekin Bcstg. Co., Inc.
Business-Studio Address.....15 S. Capitol St.
Phone Numbers 3400-01
Air Time .....Daytime
News Service .....AP
Representative .....Hal Holman
Membreship .....NARTB, BAB
Pres., Gen. Mgr.....W. Kenneth Patterson
Commercial Manager.....James T. Butler
Publicity Director.....George Udry
Program Director.....Robert R. Snow
Chief Engineer.....W. K. Patterson

WEEK

PEORIA—1946—NBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...West Central Bcstg. Co.
Address.....Commercial Natl. Bank Bldg.
Phone Number 3-3688
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB, BAB
President.....Sen. Robert S. Kerr
Gen. Mgr.....Fred C. Mueller
Program Director.....Robert Fransen
Publicity Director.....F. R. Oakley
Chief Engineer.....Wayne Lovely

WIRL

PEORIA—1948—ABC—MBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Illinois Valley Bcstg. Co.
Business-Studio Address..115 N. Jefferson Ave.
Phone Number 4-9239
Air Time.....Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....Avery-Knodel
President.....Timothy W. Swain
General, Station Manager.....Tom Gavin
Commercial Manager.....Joe Faulkner
Prom., Publ. Dir.....Lloyd Harvey
Prog. Dir.....Paul C. Brines
Chief Engineer.....Rudolph Luukinen

WMBD

PEORIA—1927—CBS

Frequency: 1470 Kc. Power 5000 Watts
Owned-Operated By.....Peoria Brcstg Co.
Address .....212 South Jefferson Street
Phone Number 6-0711
Air Time.....Full Time
News Service .....AP, UP
Transcription Service .....Thesaurus
Representatives .....Free & Peters
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Charles C. Caley
Commercial Manager.....Harold V. Phillips
Prom. Mgr., Pub. Dir.....Robert M. Riley, Jr.
Program Director.....Marvin H. Hult
Chief Engineer.....A. James Ebel

WPEO

PEORIA—1950

Frequency: 1020 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WPEO, Inc.
Address.....225 Main St.
News Service .....UP
Membership .....NARTB, BAB
President .....William Ware
Gen., Sta., Prom., Comm. Mgr.
John R. Livingston
Prog., Pub. Dir.....Gordon Joyner
Chief Engineer.....Virgil Taylor

WTVH

PEORIA—1952

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Hilltop Bcstg. Co.
Address.....410 Fayette St.
Phone Number 6-8771
Air Time.....Full Time
News Service.....INS
Transcription Service .....Cole
Representative.....Sears & Ayer
Pres., Gen. Mgr.....Hugh R. Norman
Sta., Comm. Mgr.....O. H. Duewall
Sales Prom. Mgr.....Dorris Duewall
Prog., Publ. Dir.....George B. Norman
Chief Engineer.....Walter F. Kean

WGEM

QUINCY—1948—ABC

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By.....Quincy Bcstg. Co.
Business-Studio Address.....Hotel Quincy
Phone Number 6840
Air Time.....Full Time
Newspaper Affiliation...Quincy Herald Whig
News Service .....UP
Transcription Service .....World
Representative .....Walker
Membership .....NARTB, BAB
President.....T. C. Oakley
General Manager.....Joseph S. Bonansinga
Program Dir.....Paul McClelland
Chief Engineer .....Edmund Derhake

WTAD

QUINCY—1926—CBS

Frequency: 930 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....Lee Bcstg., Inc.
Business-Studio Address.....W.C.U. Bldg.
Phone Number 6200
Air Time.....Full Time
News Service.....AP, UP
Representative.....Weed & Co.
Membership .....NARTB, BAB
President.....Lee P. Loomis
General Manager.....Walter Rothschild
Commercial Manager .....Lloyd Loers
Sales Prom. Mgr.....John Phillips
Program Dir.....Merritt Milligan
Chief Engineer.....Urlin Whitman

WROK

ROCKFORD—1929—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Winnebago Newspapers, Inc.
Bus.-Studio Address.....Rockford Newstower
Phone Number 2-6621
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Headley-Reed
President.....E. K. Todd
General Manager.....Walter M. Koessler
Commercial Manager.....John J. Dixon
Publicity Dir.....Betty L. Thro
Program Director.....Maurice P. Owens
Chief Engineer.....Morey Nelson

WHBF

ROCK ISLAND—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....Rock Island Bcstg. Co.
Business-Studio Address .....321 18th St.
Phone Number 6-5441
Air Time.....Full Time
News Service .....UP
Transcription Service.....Standard, World
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....Ben H. Potter
Gen. Sta. Mgr.....Leslie C. Johnson
Comm., Prom. Mgr.....Maurice Corken
Program Director.....Forest W. Cooke
Publicity Director.....Fern R. Hawks
Chief Engineer.....Robert J. Sinnett

WCVS

SPRINGFIELD—1926—ABC-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WCBS, Inc.
Business-Studio Address...523 E. Capitol Ave.
Phone Number 9855
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership ..... BAB
President.....H. L. Dewing
Comm., Prom., Gen. Mgr.....C. W. Neeld
Program Director.....John Gell
Chief Engineer.....R. Ashenfelter

WMAY

SPRINGFIELD—1950—NBC

Frequency: 970 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Lincoln Bcstg. Corp.
Address.....711 Myers Bldg.
Phone Number 6963
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....John E. Pearson
Membership .....NARTB
Pres., Gen., Sta., Comm. Mgr..Gordon Sherman
Program Director.....Syl Binkin
Prom., Publ. Dir.....Mel Kempe
Chief Engineer.....Melvin Feldman

THESE FACTUAL DATA* WILL HELP YOU BUY THE QUAD-CITY MARKET

A PREFERRED MARKET AMONG THE 162 STANDARD METROPOLITAN AREAS

82ND	IN POPULATION
74TH	IN RETAIL SALES
67TH	IN BUYING POWER
11TH	IN EFFECTIVE BUYING INCOME per CAPITA

THE information presented here permits you to compare the Quad-City Market with the other (161) metropolitan areas—on a recognized reliable basis—Sales Management's Survey. Naturally, we are gratified that the Quad-Cities have earned such favorable ratings. (And that these cities frequently appear among the preferred-cities-of-the-month.)

To take advantage of this desirable, active market your advertising must reach the majority of Quad-Cities' nearly one quarter million people. This you can achieve with time on WHBF Radio and Television.

* Copyright 1952. Sales Management Survey of Buying Power.

Enter Quad-Citian homes through the Front Door with

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery Knodel Inc

WTAX

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WTAX, Inc.
Address.....Route 66 & E. Cook St.
Phone Number 2-4441
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Weed
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Oliver J. Keller
Commercial Manager.....O. J. Keller, Jr.
Sales Promotion Manager.....Bill Miller
Program Director.....John W. Midgely
Chief Engineer.....E. C. Swaringen

WSDR

STERLING—1949

Frequency: 1240 Kc. Power 100 Watts
Owned-Oper. By.....Blackhawk Bdcstg. Co.
Address.....218 1st Ave.
Phone Number .....Main 3400
News Service .....UP
Transcription Service.....Capitol, Lang-Worth
Membership .....NARTB
Pres., Gen. Mgr.....Sam Bartlett
Comm. Mgr.....Lillian Bartlett
Program Director..... .John Rohwer
Chief Engineer ....Ed Fisher

WTIM

TAYLORVILLE—1951

Frequency: 1410 Kc.....Power: 1000 Watts d
Owned-Operated By.....Moyer Bcstg. Co.
Phone Number 1410
Transcription Service....Standard, Thesaurus
Representative.....Sears & Ayer
Co-Owners..Russell Armentrout, Roger Moyer
Gen., Prom., Comm. Mgr.....Keith Moyer
Program Director.....James C. Hilderbrand
Chief Engineer.....Tom Mathis

WKID

URBANA—1948

Frequency: 1580 Kc. Power 250 Watts d
Owned-Operated By.....Sterling Bcstg. Co.
Address .....P. O. Box 192
Phone Number 75431
Air Time .....Daytime
News Service .....UP
Representative ...Joseph Hershey Malgilvra
Ptnr., Comm., Prom. Mgr.....R. E. J. Snyder
Ptnr., Prog. Publ. Dir., Chf. Engr.
G. W. Phillippe

WKRS

WAUKEGAN—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....News-Sun Bcstg. Co.
Business Address.....P. O. Box 500
Phone Number.....Delta 6-7900
News Service .....AP
Transcription Service.....Thesaurus, Standard
Representative .....McGillvra
President.....Frank H. Just
Gen., Comm. Mgr.....Joseph B. Kirby
Sales Prom. Mgr.....Charles E. Wilson
Chief Engineer.....Stanley G. Chadwick

WFRX

WEST FRANKFORT—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pyramid Radio Bcstg. & TV Co.
Address.....S. Logan St.
Phone Number 1300
News Service .....UP
Transcription Service .....Thesaurus
Station Manager.....Robert O. Veach
Program Director.....Robert Peal
Chief Engineer.....Everett Kennedy

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

INDIANA

Pop. April 1, 1953 (Est.) 4,050,000 — Total Housing Units 1,239,000
Families April 1, 1953 (Est.) 1,165,000 — Stations in State 46

WCBC

ANDERSON—1947

Frequency: 1470 Kc. ....Power: 1000 Watts d.
Owned-Operated By .....Civic Bdcstg Corp.
Address.....204 Tower Bldg.
Phone Number 3-5321
News Service .....AP
Transcription Service .....World, M. M. Cole
Membership .....NARTB
President.....Paul E. Billheimer
Sta., Comm. Mgr.....Mel H. Krehbiel
Program Director.....Cedric Harger
Chief Engineer.....Curtis Gordon

WHBU

ANDERSON—1923—CBS-ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Anderson Bcstg. Corp.
Business-Studio.....640 Citizens Bank Bldg.
Phone Number 7791
Air Time.....Full Time
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative .....Bolling Co.
Membership .....NARTB
President.....C. Bruce McConnell
General Manager.....John R. Atkinson

WBIW

BEDFORD—1948—MBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By ....Radio Bedford, Inc.
Address .....Radio Farm, P. O. Box 169
Phone Number 4421-4422
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....W. S. Grant
Pres., Gen. Mgr.....William C. Smith, Jr.
Sta., Comm. Mgr.....Louis E. Gaines
Program Director.....Claude Parsons
Chief Engineer .....Carl J. Finger

WTTS

BLOOMINGTON—1949—ABC

Frequency: 1370 Kc ....Power 5000 Watts d.; 500 Watts n.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Business-Studio Address.....537 S. Walnut St.
Phone Number 2-3366
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....Robert Meeker Associates
Membership .....NARTB, BAB
President .....Sarkes Tarzian
General Mgr.....Glenn Van Horn
Comm., Sales Prom. Mgr.....Ray Bartlett
Program Director.....George Fleetwood
Chief Engineer.....Gerald Dyer

WBNL

BOONVILLE—1950—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Boonville Bcstg. Co.
Address .....Lynville Rd.
Phone Number 980
News Service .....UP
Transcription Service .....Cole
Co-O., Gen., Comm. Mgr., Chi. Engr. H. C. Sanders
Co-O., Asst. Mgr., Pgm. Dir.....Norman Hall

WCSI

COLUMBUS—1950

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Syndicate Theatres, Inc.
Address.....427 Third St.
Phone Number 3397
Transcription Service...Associated, Thesaurus
News Service .....AP
President .....Joseph Fineran
General Manager.....Dick Jewell
Program Director.....Ernie Kerns
Publicity Director.....Bob Doll
Chief Engineer.....Phil Hurlbut

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....News Examiner Co.
Business-Studio Address.....406 Central Ave.
Phone Number 1950
News Service .....UP
Transcription Service .....World
Representative.....Gill-Keefe & Perna
Secretary.....G. S. Tatman
General Manager.....E. M. Jackson
Program Director.....Ralph T. Underwood
Chief Engineer.....James C. Wulliman

WTRC

ELKHART—1931—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owner-Oper. By.....Truth Publishing Corp.
Business-Studio Address....116 S. Second St.
Phone Number 3-1960
Newspaper Affiliation .....Truth
Air Time.....6 a.m.-M.
News Service .....UP
Representative .....John E. Pearson Co.
Membership .....NARTB

Gen., Sta. Mgr.....Donald McFall
Commercial Mgr.....Don Freed
Program Director.....Jerry Maloney
Chief Engineer.....Lester Zellmer

WEOA

EVANSVILLE—1936—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address.....24 N.W. 3rd St.
Phone Number 4-9215
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Katz
President.....Harry M. Bitner, Jr.
General-Station-Commercial Mgr...Don Menke
Sales Prom. Mgr., Prog., Pub. Dir...Wm. R. Fall
Chief Engineer .....William Schultz

WGBF

EVANSVILLE—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....On The Air, Inc.
Business-Studio Ad. .....1001 Diamond Ave.
Phone Number 21171
Representative .....Weed & Co.
Air Time.....Full Time
News Service .....UP
Membership .....NARTB
President.....Alvin Q. Eades
General, Station Manager.....Martin L. Leich
Sales Prom. Manager.....Guy R. Crecelius
Publicity Director.....Del Greenwood
Program Director.....Mrs. Pat Roper
Chief Engineer.....Erwin P. Schoeny

WIKY

EVANSVILLE—1947

Frequency: 820 Kc.....Power: 250 Watts d.
Owned-Oper. By...South Central Bcstg. Corp.
Address.....P. O. Box 148
Phone Number 4-8284
Air Time .....Daytime
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Representative.....John E. Pearson Co.
Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
Chief Engineer.....George F. Stoltz

WJPS

EVANSVILLE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WJPS, Inc.
Business-Studio Address.....206 Main St.
Phone Number 5-2221
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Standard, World
Representative.....George P. Hollingbery
President.....Robert S. Davis
Gen., Sta. Mgr.....Robert J. McIntosh
Commercial Manager.....Jack McLean
Sales Prom. Mgr., Pub. Dir.....Bob Wynn
Program Director.....Verne Paul
Chief Engineer.....James Jared

WANE

FT. WAYNE—1948—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Radio Fort Wayne, Inc.
Address.....Fort Wayne Nat'l Bank Bldg.
Phone Number.....Anthony 6212
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Boiling
President.....C. Bruce McConnell
General Manager.....Robert McConnell
Station Manager.....Charles E. Kennedy
Local Commercial Manager.....Merlin Smith
Program Director.....Robert Hill
Comm. Mgr., Pub. Dir.....Glenn Elliot
Chief Engineer.....William Wallace Warren

WGL

FT. WAYNE—1924—ABC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..News-Sentinel Bcstg. Co., Inc.
Business-Studio Address..201 W. Jefferson St.
Phone Number .....Eastbrook 3366
Air Time.....Full Time
Newspaper Affiliation .....News-Sentinel
News Service .....UP
Transcription Service .....Lang-worth
Representative .....Headley-Reed
President.....Helen R. Foellinger
General Manager.....Pierre Boucheron
Commercial Mgr.....Merrill C. Johnson
Prom. Mgr., Pub. Dir. .....Richard M. Katt
Program Director.....Norman Widenhofer
Chief Engineer.....Don Holzapfel

WKJG

FT. WAYNE—1947—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owner...Northeastern Indiana Bcstg. Co., Inc.
Business-Studio Add. .....220 E. Jefferson St.
Phone Number .....Anthony 2295
News Service.....UP
Transcription Service .....World
Representative .....Raymer
President.....Clarence L. Schust
General Manager .....Edward G. Thoms
Asst. to Mgr.....Hilliard Gates
Commercial Manager.....Carl B. Evans
Program Dir.....Calo O. Mahlock

WOWO

FT. WAYNE—1925—NBC

Frequency: 1190 Kc.....Power: 10,000 Watts
Owner.....Westinghouse Radio Stations, Inc.
Bus.-Studio Address..124 W. Washington Blvd.
Phone Number.....Anthony 2136
Air Time .....Unlimited
News Service .....UP
Transcription Service .....RCA Thesaurus
Representative.....Free & Peters
Membership .....BAB
President.....E. V. Huggins
General Manager.....J. E. Baudino
Commercial Manager .....Paul E. Mills
Sales Prom. Mgr.....Jess L. Hadsell
Sales Service Director....Hilda C. Wohrmeyer
Sta. Mgr.....Carl Vandagrift
Program Director.....Guy Harris
Chief Engineer .....Bruce H. Ratts

WGRY

GARY—1950

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WGRY, Inc.
Address .....Lake Hotel
Phone Number 5-5151
News Service .....UP
Transcription Service .....SESAC
Representative .....Indie Sales
Pres., Chief Engineer.....George Whitney
Gen., Comm., Prom. Mgr.....Bob Ross Smith
Program Director.....Dan McHugh

WWCA

GARY—1949

Frequency: 1270 Kc. .....Power: 1000 Watts
Owned-Operated By ..Lake Bdcastg Co., Inc.
Address .....Hotel Gary
Phone Number 9171
Air Time .....Unlimited
News Service .....AP
Membership .....BAB
Pres., Gen., Sta. Mgr.....Dee O. Coe
Comm., Sls., Prom. Mgr.....Joe Fife
Program, Publicity Director.....Todd Branson
Chief Engineer .....Victor Voss

WJOB

HAMMOND—1928

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....South Shore Bcstg. Corp.
Business-Studio Address.....449 State St.
Phone Number.....Sheffield 8400
News Service .....UP
Representative.....Joseph Hershey McGillvra
Pres., Gen. Mgr.....R. C. Adair
Commercial Manager.....Ed Rozhon
Program Director.....Bill Wobus
Chief Engineer.....Jess Peters

WFBM

INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address...1330 N. Meridian St.
Phone Number.....Lincoln 8506
News Service.....AP, INS
Representative .....Katz
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. ....Harry M. Bitner, Jr.
Commercial Manager.....William F. Kiley
Prom. Mgr., Pub. Dir. .....David F. Milligan
Program Dir.....Frank O. Sharp
Chief Engineer.....Harold Holland

WIBC

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc.....Power: 50,000 d.; 10,000 n.
Owned-Operated By.....WIBC, Inc.
Business-Studio Address.30 W. Washington St.
Phone Number.....Lincoln 2305
Air Time.....Full Time
News Service.....AP, UP
Transcription Service.....Thesaurus, SESAC, Cole
Representative .....John Blair
Membership .....NARTB, BAB
President, Gen. Mgr.....Richard M. Fairbanks
Asst. Gen. Mgr.....R. J. Myers
Commercial Manager.....Gilbert I. Berry
Program Director.....William L. Dean
Chief Engineer.....Robert W. Minton

WIRE

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Indianapolis Bcstg., Inc.
Business-Studio Add...307 N. Pennsylvania St.
Phone Number.....Plaza 1541
Newspaper Affiliation.....Central Newspaper
News Service.....AP, UP
Transcription Service .....World
Representative.....Free & Peters
Membership .....BAB
President.....Eugene C. Pulliam
V.P., Gen. Mgr.....Willard C. Worcester
Commercial Manager.....Daniel C. Park
Prom. Mgr., Pub. Dir.....Ward C. Glenn
Program Director.....M. Wayland Fullington
Chief Engineer.....Eugene E. Alden

WISH

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc.....Power: 5000 Watts .d: 1000 n.
Owned-Oper. By.....Universal Bcstg. Co., Inc.
Business-Studio Address..1440 N. Meridian St.

Phone Number.....Plaza 4595
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Bolling
Membership .....NARTB
President.....C. Bruce McConnell
General Manager.....Robert B. McConnell
Sales Prom. Mgr., Pub. Dir.....Reid Chapman
Station Manager.....William H. Spencer
Program Director.....William E. Frosch
Chief Engineer.....Stokes Gresham, Jr.

WXLW

INDIANAPOLIS—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Indianapolis, Inc.
Phone Number.....Hickory 6494
News Service .....UP
Transcription Service .....Capitol
Representative.....John Pearson Co.
President.....Lyman S. Ayres
General Manager.....Robert D. Enoch
Program Director.....G. A. Smith, Jr.
Chief Engineer.....Bert Goetzinger

WITZ

JASPER—1948

Frequency: 990 Kc. ....Power: 1000 Watts d.
Owned-Operated By ..Jasper on the Air Inc.
Address.....P. O. Box 167
Phone Number .....Jasper 678
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....World
President .....Dr. Gilbert E. Metzger
General, Sta. Manager.....F. A. Higgins
Commercial Manager.....Dennis J. Keller
Sales Prom. Mgr.....Joe Salvi
Publicity Director.....Vita Suefert
Program Director.....Pat Bohnert
Chief Engineer.....Jim Young

WIOU

KOKOMO—1948—CBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owner.....North Central Indiana Bcstg. Corp.
Business-Studio Address...212½ No. Main St.
Phone Number 6194
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Weed
Membreship .....NARTB, BAB
President .....Richard Blacklidge
V.P., Gen., Sta. Mgr.....John Carl Jeffrey
Program Director.....William R. Cox
Publicity Director.....Robert Bruner
Chief Engineer.....Chester Rector

WASK

LAFAYETTE—1942—MBS

Frequency: 1450 Kc..... Power: 250 watts
Owned-Operated By ..... WFAM, Inc.
Business-Studio Address .....McCarty Lane
Phone Number .....Lafayette 2-4300
Air Time.....Full Time
News Service ..... UP
Representative.....Wm. G. Rambeau
Membership .....NARTB, BAB
President.....O. E. Richardson
General Manager.....E. R. Herkner
Program Director.....Richard W. Long
Chief Engineer ..... Harry Garba

WLOI

LA PORTE—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....La Porte Bcstg. Co.
Business-Studio Address.....Rumely Hotel
Phone Number 3734
News Service .....AP
Transcription Service .....Capitol
President, Sta. Mgr.....Hoyt H. Scott

WSAL

LOGANSPORT—1949—MBS
KEYSTONE

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By ..Logansport Bdg. Corp.
Address .....P. O. Box 399
Phone Number 4261
Air Time.....6 a.m.-M.
News Service .....AP
Membership .....NARTB, BAB
General Manager.....Raymond W. Baker
Program Director.....Ira McCormack
Chief Engineer.....Earl Nelson

WBAT

MARION—1947—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .... Marion Radio Corp.
Business-Studio Address...303½ S. Adams St.
Phone Number 5500
Air Time.....Full Time
News Service ..... AP
Transcription Service .....Standard
Representative .....Rambeau
Membership .....NARTB
President .....John Ramp
Station Manager.....William Fowler
Comm. Mgr.....George McRae
Chief Engineer.....Charles F. Stinson

WIMS

MICHIGAN CITY—1947

Frequency: 1420 Kc.....Power: 1000 Watts d.; 500 n.
Owned-Oper. By...Northern Indiana Bcsters., Inc.
Business-Studio Address ..... 415 Franklin St.
Phone Number 5-5245
News Service ..... UP
Station Representative.....Wm. G. Rambeau
Pres., Gen., Sta. Mgr.....William N. Udell
Commercial Managers...Al Halus, Robert Beel
Sales Prom. Mgr.....Jean R. La Grange
Program Director.....Richard Olson
Chief Engineer.....Robert J. Schilling

WLBC

MUNCIE—1926—CBS

Frequency: 1340 Kc ..... Power: 250 Watts
Owned-Operated By .. Tri City Radio Corp.
Business Address.....P. O. Box 271
Phone Number 4403
Air Time.....Full Time
News Service .....AP
Transcription Service.....Standard, World
Representative.....Walker, Hal Holman
Pres., Gen. Sta. Mgr.....D. A. Burton
Commercial Manager.....W. F. Crain
Program Director.....Lee Allerton
Chief Engineer.....M. M. Crain

WLRP

NEW ALBANY—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Ohio Valley Bcstg., Inc.
Address .....Box 285
Phone Number 4-2235
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen., Sta. Mgr. .....Roy L. Hickox
Comm., Sales Prom. Mgr.....Milton Lamm
Program Director.....Keith Reising
Publicity Director.....Joe Gillum
Chief Engineer .....Eugene A. Fischer

WPGW

PORTLAND—1951

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Oper. By.....Glenn West
Address.....R.R. No. 2
Phone Number.....1094
Transcription Service .....SESAC
Membership .....NARTB, BAB
Owner, Gen. Mgr.....Glenn West
Consulting Engineer.....Geo. C. Davis

WRAY

PRINCETON—1950

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....M. R. Lankford
Address.....Outer West Broadway
Phone Number 1250
News Service .....AP
Transcription Service .....Lang-Worth
Station Representative.....Indie Sales
President.....M. R. Lankford
Gen., Comm., Mgr., Chf. Engr., Prog. Dir.....Bryan Davidson
Publicity Director.....Peggy Cutright

WKBV

RICHMOND—1926—ABC

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By .... Central Bcstg. Corp.
Bus.-Studio-Transmitter Address..25 S. Ninth St.
Phone Number 2-1156
Air Time.....5:45 a.m.-M.
News Service .....UP
Transcription Service.....Thesaurus, SESAC
Representative ..... Robert Meeker
Membership .....NARTB, BAB
President .....Allen McCrea
Gen., Sta. Mgr.....Lester G. Spencer
Comm., Sls. Prom. Mgr....Roland L. Nusbaum
Program Director.....Charles L. Mitchell
Chief Engineer.....L. J. Duning

WJCD

SEYMOUR—1949—KBS

Frequency: 1390 Kc. ....Power: 500 Watts d.
Owned-Operated By.....Dr. Azra C. Baker
Address.....1534 Ewing St. Rd.
Phone Number 1212
News Service .....AP
Air Time .....Daytime
Transcription Service.....World, Capitol
General Manager.....Azra C. Baker
Commercial Manager .....Robert E. Shippee
Program Director.....Roger W. Bradley
Chief Engineer.....Arnold Haun

WHOT

SOUTH BEND—1944—ABC

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By South Bend Bcstg. Corp.
Bus.-Studio-Transmitter Address...St. Joseph & Monroe Sts.
Phone Number 7-1566
Air Time.....Full Time
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Bolling
Membership .....NARTB, BAB
President ..... C. Bruce McConnell
General Manager.....Robert B. McConnell
Station Manager.....Frank Crosiar
Commercial Manager.....C. J. Pajakowski
Program Director.....Jack Douglas
Chief Engineer.....Ira D. Kealy

WJVA

SOUTH BEND—1947

Frequency: 1580 Kc. .....Power: 250 Watts d.
Owned-Oper. By St. Joseph Valley Bdstg. Corp.
Address ....206 So. Main St., Misawaka, Ind.
Phone Number 5-8620
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....F. R. Householder
Comm., Sales Prom. Mgr.....Charlie Sharpless
Program Director .....Vince Doyle
Chief Engineer.....Francis J. Bock

WSBT

SOUTH BEND—1922—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Business-Studio Address.....Tribune Bldg.
Phone Number 3-6161
Newspaper Affiliation....South Bend Tribune
News Service ..... UP
Transcrip. Serv. ...RCA Thesaurus, Standard
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President ..... F. A. Miller
General Manager.....Robert H. Swintz
Commercial Manager ..... Neal B. Welch
Publicity Director.....Walter A. Sweitzer
Program Director ..... Robert J. Drain
Chief Engineer.....Arthur R. O'Neil

WTCJ

TELL CITY—1948

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By ..... James R. Brewer
Business-Studio Address.....Tell City
Phone Number 740
Owner, Manager.....James R. Brewer

WBOW

TERRE HAUTE—1927—NBC

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By Banks of the Wabash, Inc.
Business-Studio Address ..... 303 S. Sixth St.
Phone Number ..... Crawford 5034
Air Time.....Full Time
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative .....Weed
Membership .....NARTB, BAB
President .....Alvin Eades
Comm., Gen., Sta. Mgr. ..William F. Rippetoe
Sales Prom. Manager.....Bob Rhoads
Program Director.....Harry Frey
Publicity Director.....Ralph McHargue
Chief Engineer.....Howard Stewart

WTHI

TERRE HAUTE—1947—CBS

Frequency: 1480 Kc. ....Power: 1000 Watts
Owned-Oper. By Wabash Valley Bdg. Corp.
Address .....120 South 7th Street
Phone Number .....Crawford 9481
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representation.....Bolling Co., Inc.
Membership .....NARTB, BAB
President.....Anton Hulman, Jr.
Gen., Sta. Mgr.....Joseph M. Higgins
Commercial Manager .....Dick Forbes
Sales Promotion Mgr.....Lou Froeb
Program Director .....Ben Falber, Jr.
Chief Engineer.....Don Petit

WAOV

VINCENNES—1940—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vincennes Sun Co.
Business Address.....Grand Hotel
Phone Number 787

ISOLATED!

. . . MUST BE REACHED FROM WITHIN.

Like an oasis in the desert . . . WTHI serves the vast rich Wabash Valley trading area.

- North, South, East or West . . . no sizeable market exists nearby.
- The major focal point in a diversified market of determined growth.
- A $12,000,000 industrial building program is now in progress.

And, WTHI is its *most powerful* sales voice!

Terre Haute's strongest and *only* Home-Owned station

Represented Nationally by The Bolling Co.

WTHI
"CBS Radio"

News Service ..... UP
Transcription Service ..... World
Representative ..... Free & Peters
President ..... Eugene C. Pulliam
Gen., Comm. Mgr. ..... Tom Peden
Program Director ..... Dick Shaughnessy
Chief Technician ..... Ralph Baldwin
Prom. Mgr. ..... Roy Stanley

WKAM

WARSAW—1949

Frequency: 1220 Kc. ..... Power: 250 Watts d.
Owned-Operated By ... Kosciusko Bcstg. Corp.
Address ..... RR #1
Phone Number 65
News Service ..... AP
Transcription Service ..... Cole
Representative ..... Hal Holman Co.
President ..... J. W. Autenrieth, Jr.
Chief Engineer ..... Howard Wheelock

WRSW

WARSAW—1952

Frequency: 1480 Kc. ..... Power: 500 Watts
Owned-Oper. By .. Reub Williams & Sons, Inc.
Address ..... Times Building
Phone Number 155
News Service ..... UP
Trans. Service .... Capitol, Lang-Worth, World
Representative ..... Hoosier
President ..... Raymond B. Williams
General Manager ..... C. Reuben Williams
Comm., Bus. Mgr. ..... William Mollenhour
Program Dir. ..... Robert Richmond
Prom. Mgr. ..... Jack Essenberg
Chief Engineer ..... Fred Gresso

IOWA

Pop. April 1, 1953 (Est.) 2,732,000 — Total Housing Units 819,000
Families April 1, 1953 (Est.) 770,000 — Stations in State 50

KASI

AMES—1948—KBS

Frequency: 1430 Kc. .... Power: 1000 Watts d.
Owned-Operated By ..... Ames Bcstg. Co.
Business-Studio Address ..... 328½ Main St.
Phone Number 3460
Air Time ..... Daytime
Newspaper Affiliation .... Ames Daily Tribune
News Service ..... UP
Transcription Service ..... Thesaurus
President ..... W. S. Rupe
Gen., Comm. Mgr. ..... Arthur A. Skinner
Program Director ..... R. B. Tillerson
Chief Engineer ..... Doyle D. Kelso

KJAN

ATLANTIC—1950—KBS

Frequency: 1220 Kc. ..... Power: 250 Watts d.
Owned-Operated By .. George Basil Anderson
Phone Number 849
Address ..... 17 West 4th St.
Representative ..... Continental
News Service ..... AP
Transcription Service ..... World, SESAC
Pres., Gen. Mgr. ..... George Basil Anderson
Station Manager ..... Ken Stobaugh
Commercial Manager ..... Frank Miller
Chief Engineer ..... Bob Falk

KWBG

BOONE—1949

Frequency: 1590 Kc. .... Power: 1000 Watts d., 500 Watts n.
Owned-Operated By ..... Boone Bcstg. Co.
Address ..... P. O. Box 36
Phone Number 1590
Transcription Service ..... World, Thesaurus
News Service ..... UP, INS
Representative ..... John E. Pearsson
Membership ..... NARTB, BAB
President ..... Harold L. Fisher
Gen., Sta. Mgr. ..... Paul E. Millen
Commercial Manager ..... Robert Erickson
Program Director ..... Marilyn Doran
Chief Engineer ..... Dan Garretson

KBUR

BURLINGTON—1941—ABC

Frequency: 1490 ..... Power: 250 Watts
Owned-Operated By .... Burlington Bcstg. Co.
Business-Studio Address .. National Bank Bldg.
Phone Number 680
Air Time ..... Full Time
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Taylor
Membership ..... BAB
Pres., Gen., Sta. Mgr. .... Gerard B. McDermott
Prom., Comm. Mgr. ..... David H. Steinle
Program Director ..... Richard Mosena
Chief Engineer ..... John Gallino

KCIM

CARROLL—1950

Frequency: 1380 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Carroll Broadcasting Co.
Address ..... 520 N. Adams St.
Phone Number 3586
Transcription Service ... Lang-Worth, Thesaurus
News Service ..... AP, INS

Representative .....Pearson
Membership .....NARTB
General Manager.....Lynn Bickett
Commercial Manager.....Warren Stout
Program Director.....Howard Campbell
Chief Engineer.....Eugene Reiff

KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc.....Power 5000 Watts
Owned-Operated By.....The Gazette Co.
Business-Studio Address....104 First St., SW
Phone Number 4-4194
Newspaper Affiliation..Cedar Rapids Gazette
News Service.....AP, INS
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB, BAB
Secretary, Vice-President..Joseph F. Hladky
Sta., Comm. Mgr.....Fred W. Wagenvoord
Sales Prom., Pub. Dir. .....Edna A. Herbst
Program Director.....Ralph Willey
Chief Engineer.....Zack Tranmer

KPIG

CEDAR RAPIDS—1950—TALL CORN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cedar Rapids Bcstg.
Business Address.....Cedar Rapids
Phone Number 3-8265
News Service .....UP
Transcription Service .....Capitol
Representative .....Pearson
Vice Pres.....Allen H. Embury
Commercial Manager.....Gene Carson
Program Director.....Jordan Jacks
Chief Engineer.....James Duryed

WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....American Bcstg. Stations, Inc.
Business-Studio Address.....807 Barr Bldg.
Phone Number.....District 2717
Air Time.....Full Time
News Service.....AP, INS, UP
Transcription Service.....RCA, Lang-Worth
Representative .....Katz
Membership .....NARTB, BAB
Co-Owner.....(Mrs.) Helen S. Mark
Co-Owner & Exec. V.P.....William B. Dolph
General Manager .....William B. Quarton
Commercial Manager.....Lew Van Nostrand
Prom., Pub. Dir.....Leo F. Cole
Program Director.....Douglas B. Grant
Chief Engineer.....George Hixenbaugh

KCOG

CENTERVILLE—1949

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By ..Centerville Bdcstg Co.
Address .....1910 South Main St.
Phone Number 131, 407
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....McGillvra
Membership .....NARTB
President .....R. K. Beck
Gen., Sta., Comm., Mgr.....A. M. Farber
Program Director.....Margaret Ashby
Chief Engineer.....Robert K. Reimers

KCHA

CHARLES CITY—1949—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Inland Bcstg. Corp.
Business Address.....Charles City
Phone Number 787
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
President.....Dean Hollingsworth
General Manager.....C. E. Wright
Program Director.....Doris La Bounty
Chief Engineer.....Loren Koesling

KCHE

CHEROKEE—1952

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Operated By....Cherokee Bcstg. Co.
Address.....219½ W. Main St.
Phone Number 51
News Service .....AP
Transcription Service .....Thesaurus
Gen., Comm. Mgr.....Russell A. Hickmon
Prom. Mgr., Prog. Dir.....Charles Resnikov
Chief Engineer.....Sterling H. Heil

KROS

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By ...Clinton Bdcstg Corp.
Address .....246 Fifth Avenue South
Phone Number 448
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB, BAB
President .....W. S. Jacobsen
Gen., Sta. Mgr.....B. M. Jacobson
Comm., Prom. Manager.....Darline Gordon
Prog., Pub. Dir.....Ralph Stoeckel
Chief Engineer .....Gerald Parker

KSWI

COUNCIL BLUFFS—1947

Frequency: 1560 Kc. .....Power: 500 Watts d.
Owned-Operated By ....Nonpareil Bdctg. Co.
Address .....Nonpariel Bldg.

Phone Number.....Co. Bluffs 4041
Air Time.....Full Time
News Service .....AP
Transcription Service.....Associated, RCA
Membership .....NARTB
Pres., Gen. Mgr.....Robert R. O'Brien
Station Manager.....Harold Hughes
Commercial Manager.....Harold Abramson
Sales Promotion Manager....Royal S. Krause
Program Director.....R. M. Hallgren
Publicity Director.....Marge Morris
Chief Engineer.....Harry Hamilton

KSIB

CRESTON—1946—KBS

Frequency: 1520 Kc....Power: 1000 Watts d.
Owned-Oper. By...Southwest Iowa Bcstg. Co.
Address .....Creston
Phone Number.....55
News Service .....INS
Transcription Service.....Thesaurus
Membership .....NARTB
Representative .....Pearson
President.....Arthur Horning
Gen., Comm. Mgr.....E. M. Horning
Commercial, Promotion Manager.Paul Ranson
Program, Publicity Director.....Jack Mills
Chief Engineer.....William Zollman

KFMA

DAVENPORT—1952

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....KFMA Bcstg. Co.
Address.....415 Perry St.
Phone Number 6-4407
News Service .....UP
Transcription Service .....Capitol
Pres., Gen. Mgr.....A. D. Pierce
Commercial Mgr.....Frank Frost
Promotion Mgr.....Doris Hanner
Chief Engineer.....L. W. Andrews

KSTT

DAVENPORT—1946—MBS

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By..Davenport Bcstg. Co. Inc.
Business-Studio Address.....324 Main St.
Phone Number 6-2541
Air Time.....Full Time
News Service.....UP
Transcription Service.....C. P. MacGregor
Representative.....Sears & Ayer
President.....Hugh R. Norman
Station Mgr.....Jerry Dunphy
Commercial Mgr. .....Neil Conklin
Production Director.....Warren Anderson
Chief Engineer.....A. M. McGregor

WOC

DAVENPORT—1922—NBC

Frequency: 1420 Kc. ....Power: 5000 Watts
Owned-Operated By ....Tri-City Bdcstg. Co.
Address .....805 Brady Street
Phone Number 3-3661
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representatives .....Free & Peters, Inc.
Membership .....NARTB, BAB
President .....Col. B. J. Palmer
V.P. & Treasurer.....D. D. Palmer
Exec. Vice-Pres.....Ralph Evans
Secretary.....Wm. D. Wagner
Manager.....Ernest C. Sanders
Sales Manager.....Mark Wodlinger
Program Director.....Charles Freburg
Asst. Mgr.....Fred A. Reed
Publicity Director.....Paul Ives
Chief Engineer.....Paul Arvidson

KDEC

DECORAH—1947—MBS-TALL CORN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Scenic Bcstg. Co.
Business-Studio Address.....State Road
Phone Number.....1240
News Service.....AP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB
Pres., Gen. Co-Mgr.....Verne Koenig
Gen. Co-Mgr., Comm. Mgr.....Kenneth Bjerke
Sales Prom. Mgr.....John Hansen
Chief Engineer.....Arnie Zaruba

KCBC

DES MOINES—1946

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Majestic Bcstg. Co.
Business-Studio Address.....2323 Grand Ave.
Phone Number 4-3151
News Service .....UP
Representative .....Forjoe
President .....Karl Peters
General Manager.....Rollo H. Bergeson
Chief Engineer.....Bob Brown

KIOA

DES MOINES—1948—MBS

Frequency: 940 Kc. ...Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By ...Independent Bdcstg. Co.
Address.....10th & Mulberry
Phone Number 2-9191
Air Time .....6 a.m.-12 M.
News Service .....INS, UP
Transcription Service .....World
Representative.....A. M. Radio Sales Co.
President .....Ralph L. Atlass
General Manager.....Harold W. Cassill
Program Director .....Lee L. Harris
Chief Engineer .....Lloyd R. Amoo

KRNT

DES MOINES—1935—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business-Studio Address.....715 Locust St.
Phone Number.....3-2111
Newspaper Affiliation .....Register-Tribune
Air Time.....Full Time
News Service.....AP, UP
Transcription Service .....Standard
Station Representative.....The Katz Agency
Membership .....NARTB
President.....Gardner Cowles
General-Station Managr.....Bob Dillon
Commercial Manager.....Paul Elliott
Sales Prom. Mgr., Pub. Dir. ....Joe Hudgens
Program Director .....Dick Covey
Chief Engineer.....Charles Quentin

KSO

DES MOINES—1922—ABC

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Murphy Bcstg. Co.
Business-Studio Address.....800 Farm Bldg.
Phone Number.....3-0571
News Service .....AP
Transcription Service .....Capitol
Representative .....Petry & Co.
Membership .....NARTB
President.....Kingsley H. Murphy
Gen., Comm. Mgr. .....S. H. McGovern
Pub., Pgm. Dir. .....B. C. Baldwin
Chief Engineer.....F. E. Bartlett

KWDM

DES MOINES—1948

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By..Des Moines Bcstg. Corp.
Business-Studio Address.....407 Fifth Ave.
Phone Number.....2-8363
Air Time.....Full Time
News Service.....INS, UP
Transcription Service.Cole, SESAC, Associated
Pres., Comm. Mgr.....George W. Webber
General Manager.....Robert L. Webber
Program Director.....Edith D. Webber
Sales Prom. Mgr.....Joe LaCava
Chief Engineer.....Werner Schwarz

WHO

DES MOINES—1924—NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address.....914 Walnut St.
Phone Number.....3-7147
Air Time.....Full Time
News Service.....AP, INS, UP
Transcription Service.....Thesaurus, SESAC
Station Representative.....Free & Peters
Membership .....NARTB, BAB
President.....Col. B. J. Palmer
Vice-Pres. & Treas.....D. D. Palmer
V. Pres. & Resident Mgr.....Paul A. Loyet
Exec. V. Pres.....Ralph Evans
Sales Manager .....Harold Fulton
Sales Promotion .....John Schweiker
Program Director.....Jack Kerrigan
Production Director.....Kenneth Gfeller
News Bureau Manager ... ..Jack D. Shelley
Chief Engineer.....Reed E. Snyder

KDTH

DUBUQUE—1941—NBC

Frequency: 1370 Kc.....Power: 1000 Watts
Owner.....Dubuque Telegraph-Herald
Bus.-Studio Address...Eighth Ave. & Bluff Sts.
Phone Number 3-7351
Newspaper Affiliation....Dubuque Telegraph-Herald
News Service.....AP
Transcription Service .....World
Station Representative .....Pearson
Membership .....NARTB, BAB
General-Station Manager.....K. S. Gordon
Commercial Manager.....A. C. Newburgh
Sales Prom. Mgr.....Wm. Croker
Program Director.....Arnie Stierman
Publicity Director.....Gerald McAleece
Chief Engineer.....Robert I. Hancock

WDBQ

DUBUQUE—1933—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Bcstg. Co.
Business-Studio Address.....505 Main St.
Phone Number 3-8241
Air Time .....6:15 a.m.-M.
News Service.....UP
Transcription Service .....Thesaurus
Representative.....Robert Meeker
Membership .....NARTB
Exec. V.P., Gen. Sta. Mgr...James D. Carpenter
Commercial Mgr. .....Harry Hatzenbuehler
Program-Production Dir.....Gleason Kistler
Prom., Pub. Director.....R. E. Carpenter
Chief Engineer.....Barker-Heim

KLIL

ESTERVILLE—1952

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Esterville Bcstg. Co.
Address .....Box 173
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Pres., Gen. Mgr.....Wm. E. Schons
Commercial Mgr.....Robert Sterenborg
Prom. Mgr., Prog. Dir.....Marvin Shuly
Chief Engineer.....Gene Randolph

KVFD
FT. DODGE—1939—MBS
TALL CORN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Bcstg. Co.
Business-Studio Address.....Warden Bldg.
Phone Number.....Walnut 3761
Air Time.....Full Time
News Service .....UP, INS
Transcription Service.....Lang-Worth
Representative .....Pearson
Membership .....NARTB, BAB
President, General Manager ...Edward Breen
Commercial Manager.....Lester Person
Program Director.....Drexel Peterson
Chief Engineer.....David G. Sinclair

KXGI
FT. MADISON—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By .....KXGI
Business-Studio Address.....Marquette Bldg.
Phone Number.....1360
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service .....Lang-Worth
Representative.....George W. Clark, Inc.
President.....W. E. Walker
Gen., Sta. Mgr.....Greg Rouleau
Comm., Sales, Prom. Mgr.....R. M. Moore
Program Director.....Richard Lawrence
Chief Engineer.....Wallace Werz

KXIC
IOWA CITY—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Johnson County Bcstg. Corp.
Bus.-Studio Address..108½ E. Washington St.
Phone Number 8-1181
News Service.....INS, UP
Transcription Service .....World
Representative .....Wm. G. Rambeau
Membership .....BAB
President.....A. James Ebel
Gen., Comm. Mgr.....Gene Claussen
Program Director.....F. M. Broeders
Chief Engineer.....Elliott Full

KOKX
KEOKUK—1948

Frequency: 1310 Kc. ...Power: 1000 Watts d., 500 Watts n.
Owned-Operated By .....Keokuk Bdcstg. Co.
Address.....4 So. 5th St.
Phone Number.....235
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Capitol
Membership .....NARTB, BAB
President.....H. W. Stadler
Gen., Comm., Prom. Mgr.....Herb Nel-
Program Director.....Virgil Fortner
Chief Engineer.....James L. Mott

KFJB
MARSHALLTOWN—1923—MBS
TALL CORN

Frequency: 1230 Kc.....Power: 250 Watts
Operated By.....Marshall Electric Co.
Business-Studio Address.....133 E. Main St.
Phone Number.....3361
Air Time.....Full Time
News Service.....UP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB, BAB
President.....John W. Norris
General Manager.....William P. White
Commercial Manager.....William C. Doll
Prom. Mgr., Prog. Dir.....Allan N. Schrock
Chief Engineer.....Herbert G. Anderson

KGLO
MASON CITY—1937—CBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Business-Studio Address....12½ 2nd St., N.E.
Phone Number.....2800
Air Time.....5:30 a.m.-12 M.
News Service.....AP, UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, BAB
President.....Lee P. Loomis
Exec. V.P., Gen. Mgr.....Herbert R. Ohrt
Comm. Mgr.....C. D. Hilton
Sales Promotion Manager.....Donald Harrer
Program Director.....William G. Suter
Prod. Dir., Chief Anncr.....Robert Clausen
Publicity Director.....Ann Good
Chief Engineer.....Roger E. Sawyer

KRIB
MASON CITY—1948—MBS
TALL CORN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mason City Bcstg. Co.
Address.....5 Second St., S.W.
Phone Number 5400
Representative .....Pearson
Transcription Service .....World
News Service .....AP
Partners.....Louis Abbott, George & William Wolf
Gen., Comm. Manager.....Paul E. Millen
News Director.....Bob Cavanaugh
Chief Engineer.....Richard J. Kelley

KSMN
MASON CITY—1947

Frequency: 1010 Kc.....Power: 500 Watts d.
Owned-Operated By.....Mohawk Bcstg. Co.
Business-Studio Address.....Weir Bldg.
Phone Number 5420

Air Time .....Sunrise-Sunset
News Service.....UP
Membership .....NARTB
Transcription Service .....Associated
Pres., General-Station Mgr...Robert M. Carson
Comm., Prom. Manager.....Norman W. Rice
Prog., Pub. Dir.....Milton H. Cohen
Chief Engineer.....Hubert J. Marshall

KWPC

MUSCATINE—1947—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Muscatine Bcstg. Co.
Phone Number 860
Air Time.....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB, BAB
Comm., Gen., Sta. Mgr.....George J. Volger
Program Director.....Marion Templeman
Chief Engineer.....Earl Lewis

KOEL

OELWEIN—1950—TALL CORN

Frequency: 950 Kc.....Power: 500 Watts
Owned-Oper. By..Northeast Iowa Radio Corp.
Address.....4½ W. Charles St.
Phone Number 120.-1
Air Time.....6 a.m.-M.
Representative .....Pearson
Transcription Service..Thesaurus, Lang-Worth, SESAC
News Service.....INS, UP
Membership .....NARTB, BAB
President.....A. E. Schneider
Gen., Sta. Mgr.....W. J. Teich
Comm. Mgr.....Donald McKee
Sales Prom. Mgr.....Len Pajella
Prog. Dir.....Ed Jenkins
Publicity Dir.....Chrystal B. Julien
Chief Engineer.....Burt Murphy

KBOE

OSKALOOSA—1950

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Oskaloosa Bcstg. Co.
Address.....P. O. Box 273
Phone Number 301
Transcription Service .....Thesaurus
News Service .....AP
Representative .....McGillvra
Membership .....NARTB, BAB
President.....E. W. Wenrick
General, Sta. Manager.....Ken Kilmer
Chief Engineer.....Robert W. Moore

KBIZ

OTTUMWA—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KBIZ, Inc.
Address.....2513 N. Court Rd.
Phone Number 5600
News Service .....AP
Transcription Service.....World
President, General Mgr.....James J. Conroy
Station Manager.....Alice E. Fisher
Program Director.....Larry Shepard
Chief Engineer.....Loyd Hanson

KFNF

SHENANDOAH—1924—MBS

Frequency: 920 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Capital Bcstg. Co.
Address .....Shenandoah
Phone Number 1302
News Service.....AP, INS
Transcription Service.....World, SESAC
Representative .....Pearson
Membership .....NARTB, BAB
President.....C. J. Abbott
Gen., Comm. Manager.....C. Earl Williams
Program Director.....Earl Blakesley
Chief Engineer.....Franz Cherny

KMA

SHENANDOAH—1925—ABC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....May Bcstg. Co.
Address.....Lowell and Elm
Phone Number.....192
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service .....Capitol
Representative.....Avery-Knodel, Inc.
Membership .....NARTB
President.....Edward W. May
General Manager.....Owen Saddler
Station Manager.....Anthony Koelker
Comm. Mgr.....H. O. Peterson
Sales Prom. Mgr.....H. B. Arkoff
Program Director.....Warren Nielson
Publicity Dir.....Allen R. Johnston
Chief Engineer.....R. J. Schroeder

KCOM

SIOUX CITY—1949

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....KCOM Bcstg. Co.
Address.....620 Insurance Exchange Bldg.
Phone Number 8-0628
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Pearson
President & Manager.....Dietrich Dirks
Comm., Prom. Mgr.....Sheldon Singer
Prog. Dir., Chief Eng.....E. P. Bouchier

KSCJ

SIOUX CITY—1927—ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Perkins Bros. Co.
Business-Studio Address.....415 Douglas St.
Phone Number.....5-7993
News Service.....AP
Transcription Service.....Lang-Worth, World SESAC
Representative.....George P. Hollingbery
Membership .....NARTB
President.....W. R. Perkins
Station-Commercial Mgr.....E. T. Flaherty
Program Director.....Elizabeth Sammons
Publicity Director.....Jean Harraday
Chief Engineer.....Ernest Kruger

KTRI

SIOUX CITY—1938—MBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....Sioux City Bcstg. Co.
Business-Studio Address.....Commerce Bldg.
Phone Number.....8-0165
News Service.....UP
Transcription Service .....Thesaurus
Representative .....O. L. Taylor Co.
President.....John C. Kelly
Gen., Sta., Comm. Mgr.....James Mitchell
Sales Prom. Dir.....Lennon Kelly
Program Director.....Bob Hansen
Chief Engineer.....Glenn Larson

KICD

SPENCER—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Iowa Great Lakes Bcstg. Co.
Address .....Box 631
Phone Number 1240
News Service.....AP, UP
Transcription Service ...Standard, Associated
Representative .....Pearson
Membership .....NARTB
Pres., Gen., Comm. Mgr.....Ben B. Sanders
Program Director.....Mason Dixon
Chief Engineer.....Eldon Kanago

KAYL

STORM LAKE—1948

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By....Cornbelt Bcstg. Co.
Phone Number.....1490
News Service.....AP
Transcription Service.....World, Capitol, Standard
Membership .....NARTB, BAB
President.....O. J. Grau
Gen., Sta., Comm. Mgr.....James J. McCord
Program Director.....P. R. Benson
Chief Engineer.....Howard L. Carlson

KBOK

WATERLOO—1946

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Waterloo Bcstg. Co.
Address.....620½ Lafayette St.
Phone Number 6851
Representative .....McGillvra
News Service .....UP
General Manager.....John M. Printup
Chief Engineer.....Archie Erickson

KWWL

WATERLOO—1947—MBS

Frequency: 1330 Kc. ...Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By ..Black Hawk Bdcstg Co.
Address .....Hotel Russell Lamson
Phone Number 4405
News Service .....AP
Representative .....Headley-Reed
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....Ralph J. McElroy
Commercial Manager.....Donald E. Inman
Sales Prom. Mgr.....Virgil D. Clark
Program Mgr.....Warren Mead
Publicity Dir.....Raymond C. Starr
Chief Engineer.....Leon H. Braun

AP SELLS

For Stations and Sponsors —

For instance . . . KBOE

"We've never been without a sponsor on an AP newscast. And the adjacencies to these programs are so desirable that they make it easier to sell other programs."

KEN KILMER,
Manager,
KBOE, Oskaloosa, Iowa

KXEL
WATERLOO—1942—ABC

Frequency: 1540 Kc..... Power: 50,000 Watts
Owned-Oper. By.....Josh Higgins Bcstg. Co.
Address.....Highway 20 East
Phone Number.....3-3371, 3-3372
News Service .....INS
Transcription Service .....SESAC
Representative .....Avery-Knodel
Membership .....NARTB
President, Gen.-Station Manager...Joe DuMond
Comm., Sales Prom. Mgr.....A. J. DuMond
Program Dir.....Emlyn Owen
Chief Engineer.....Don Kassner

KJFJ
WEBSTER CITY—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Land O'Corn Bcstg. Co.
Address.....East Hiway 20
Phone Number 1500
Newspaper Affiliation ....."Freeman-Journal"
News Service .....AP
Transcription Service ....Thesaurus, Capitol
Membership .....NARTB
President .....Charles V. Warren
Gen. Mgr.....Wayne J. Hatchett
Comm. Mgr.....Cleve Foster
Pgm. Dir.....G. D. Warland
Chief Engineer.....Wayne Olsen

KANSAS

Pop. April 1, 1953 (Est.) 2,010,000 — Total Housing Units 629,000
Families April 1, 1953 (Est.) 580,000 — Stations in State 37

KSOK
ARKANSAS CITY—1947

Frequency: 1280 Kc. ...Power: 1000 Watts d.
Owned-Operated By .The KSOK Bdcstg. Co.
Phone Number 2666
News Service .....AP
Transcription Service .....Lang-Worth
President .....Oscar S. Stauffer
General Manager.....S. C. Thompson
Program Director.....George Carroll
News Director.....Arlan Young
Chief Engineer.....Edward H. Howe

KARE
ATCHISON-ST. JOSEPH—1939

Frequency: 1470 Kc. ....Power: 1000 Watts
Owned-Oper. By ..Griffith-Buenning Bdstg. Co.
Address.....Fifth & Kansas Ave., Atchison
Phone Number.....2447 Atchison
Air Time.....5:45 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Partners .....J. M. Griffith & P. H. Buenning
Comm. Mgr.....Robert Nelson
Publicity Director.....Edna Shelly
Sales Prom. Mgr.....Paul H. Buenning
Chief Engineer.....L. H. Winegardner

KCRB
CHANUTE—1952—KBS

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cecil W. Roberts
Address.....Plummer & Beech Sts.
Phone Number 434
News Service .....UP
Representative .....Conwell
Owner.....Cecil W. Roberts
Gen. Mgr., Chf. Engr.....Jerrell Henry
Sales Manager.....Les Brecht
Program Director.....Dorothy Henry

KGGF
COFFEYVILLE—1930—ABC

Frequency: 690 Kc. ..Power: 10,000 Watts d., 5000 Watts n.
Owned-Oper. By..The Midwest Bcstg. Co., Inc.
Business-Studio Address.....8th & Elm
Phone Number 1843,-4
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB
Pres., Gen. Mgr. .....Richard M. Seaton
Sales Prom., Sta. Mgr., Pub. Dir.....Robert L. Pratt
Commercial Manager.....E. B. Spoonamore
Program Dir.....Richard S. Embody
Chief Engineer.....J. S. Jaminet

KXXX
COLBY—1947

Frequency: 790 Kc.....Power: 5000 Watts d.
Owned-Oper. By....Western Plains Bcstg. Co.
Address.....380 W. 4th St.
Phone Number 790
Air Time .....Daytime
News Service .....UP
Transcription Service.....SESAC, Thesaurus
Representative .....Headley-Reed
President .....Don Searle
V.P., Mgr.....Ed Mason
Commercial Mgr.....William A. Martin
Promotion Mgr.....Quint McCredie
Chief Engineer.....V. L. Lynch

KGNO

DODGE CITY—1930

Frequency: 1370 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Dodge City Bcstg. Co.
Business Address.....705 Second St.
Phone Number 1370
Air Time.....6 a.m.-11 p.m.
Newspaper Affiliation.Dodge City Daily Globe
News Service .....AP
Transcription Service .....World
Representative .....Art Hagg
Membership .....NARTB, BAB
President.....J. C. Denious
General Manager.....W. Elliott
Program Director .....Herschel Holland
Chief Engineer.....Frank Miller
Sales Prom. Mgr.....Ruth Peterson

KTSW

EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Emporia Bcstg. Co., Inc.
Business Address.....Broadview Hotel
Phone Number 3450
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Thesaurus
President .....Robert Reed
V.P., Gen. Mgr.....Max B. Bicknell
Secretary .....Vic Hiett
Commercial Manager.....John Wilks
Program Director.....Jim Deay
Publicity Director.....Wilma Slattery
Chief Engineer.....Everett Thompkins

KGAR

GARDEN CITY—1949

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Ark Valley Bcstg. Co., Inc.
Business-Studio Address.....Box 878
Phone Number 3041
News Service .....UP
Transcription Service .....Associated
Representative .....Hal Holman Co.
Membership .....NARTB
President.....Dr. H. C. Sartorius
General Manager.....Dale E. Kern
Program Director.....Marjorie Nickum
Chief Engineer.....Robert Breeding

KIUL

GARDEN CITY—1935—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.Telegram Publishing Co., Inc.
Business-Studio Address.....Garden City
Phone Number 3251
Newspaper Affiliation.....“Daily Telegram”
News Service .....AP
Transcription Service .....World
President.....Robert B. Reed
Gen., Sta. Manager.....Robert Wells
Commercial Manager.....Doug Hough
Program Director.....Tony Jewell
Publicity Director.....Ann Conrad
Chief Engineer.....Gene Conjurske

KWGB

GOODLAND—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....James E. Blair
Business-Studio Address .....Goodland
Phone Number 331
News Service .....UP
Transcription Service.....Capitol, Cole
Owner, General Mgr.....James E. Blair
Commercial Mgr.....Bert Blair
Chief Engineer.....Lyle Fick

KVGB

GREAT BEND—1937—NBC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By.....KVGB, Inc.
Business-Studio Address.....2103 Forest
Phone Number 4317
Air Time.....Full Time
News Service .....AP
Newspaper Affiliation.....“Daily Tribune”
Transcription Service .....Thesaurus
Representative.....John E. Pearson
Membership .....NARTB
President.....Helen T. Coogan
V.P., Gen., Sta. Mgr. .....Grover C. Cobb
Asst. Mgr.....Sherwood R. Parks
Sales Manager.....Bill J. Jarvis
Program Director.....Ray H. Beals
Chief Engineer.....Chester A. Wallack

KAYS

HAYS—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KAYS, Inc.
Phone Number 4-2578
Address.....2450 Hall St.
Air Time.....Full Time
Newspaper Affiliation.....Hays Daily News
News Service .....AP
Transcription Service..Thesaurus, Lang-Worth
Membership .....NARTB, BAB
President .....Frank Motz
Gen., Sta., Comm. Mgr.....Bob Schmidt
Program Director.....Jim Ayres
Publicity Director.....Janie Roth
Promotion Manager.....Bud Ryan
Chief Engineer.....Glen Barnett

KWBW

HUTCHINSON—1935—NBC

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Oper. By....Nation's Center Bcstg. Co.
Business-Studio Address.....Box 1026
Phone Number 24486
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Walker
Membership .....NARTB
President.....Bess Marsh Wyse
General Manager.....Harold E. King
Commercial Manager.....Kainor Carson
Program Director.....Jack Fallon
Publicity Director.....Bob Evans
Chief Engineer.....James Riley

KWHK

HUTCHINSON—1946

Frequency: 1260 Kc.....Power: 1000 Watts d.; 500 n.
Owned-Operated By....KWHK Bcstg. Co., Inc.
Business-Studio Address.....18 W. 5th St.
Phone Number 3-100
Air Time.....Full Time
News Service .....AP
Representative .....Everett-McKinney
President.....James E. Murray
Gen., Comm. Mgr.....Vern Minor
Program Director.....Jim Murray, Jr.
Chief Engineer.....Millard Clary

KIND

INDEPENDENCE—1947

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Central Bcstg., Inc.
Bus.-Studio-Transmitter .....Professional Bldg.
Phone Number 1010
News Service .....AP
Membership .....BAB
Pres., Gen. Mgr.....J. Nelson Rupard
Chief Engineer.....James Teats

KJCK

JUNCTION CITY—1949—KBS

Frequency: 1420 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....Ralph L. Weir, Jr.
Address..... ....724 No. Washington St.
Phone Number .....Junction City 1477
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Membership .....NARTB, BAB
Owner, Gen. Mgr.....R. L. Weir, Jr.
Comm., Sls. Prom. Mgr.....James Platt
Program Director.....Ken Thomas
Chief Engineer.....John Webb

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KCKN Bcstg. Co.
Business Address.....300 Waltower Bldg.
Phone Number.....Victor 3864
Air Time.....Full Time
Newspaper Affiliation.....The Kansan
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
Representative .....Capper Publications
Membership .....NARTB
President.....W. A. Bailey
General Manager.....Ben Ludy
Sta., Comm., Prom. Mgr.....Joe Story
Program Director.....George Stump
Chief Engineer.....Lewis Dickensheets

KLWN

LAWRENCE—1951

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Operated By.....Lawrence Bcstrs. Inc.
Address .....Lawrence
Phone Number 3431
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....W. S. Grant
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Arden Booth
Program Director.....Ed Hundley
Chief Engineer.....Hal Carlson

KCLO

LEAVENWORTH—1948—KBS

Frequency: 1410 Kc. ....Power: 500 Watts d.
Owned-Oper. By.....Midwest Bcstg. Sys.
Address .....418 Cherokee
Phone Number .....3620—3621
Air Time.....Day Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Hil F. Best
President.....Cecil W. Roberts
Gen., Sta., Comm. Mgr...William C. Whitlock
Sales Prom. Mgr.....Bob Buis
Program Director.....Chester Kozak
Chief Engineer .....David L. Reed

KSCB

LIBERAL—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Seward County Bcstg. Co.
Business Address.....P. O. Box 311
Phone Number 3891
Air Time.....Day Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Hil F. Best
Membership .....NARTB, BAB
President .....Alf M. Landon
General Manager.....Leon S. Salathiel
Commercial Manager.....Roy Pearce
Program Director.....Larry Filkins
Chief Engineer.....Wayne Pash

KMAN
MANHATTAN—1950

Frequency: 1350 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Manhattan Bcstg. Co.
Address.....114 No. 4th St.
Phone Number 4451
Transcription Library.....Thesaurus, SESAC
Newspaper Affil.....“Daily Mercury-Chronicle”
News Service .....AP
President.....Fred A. Seaton
Gen., Sta. Manager.....Warren L. Mowder
Comm., Prom. Manager.....Marvin W. Houtz
Program Director.....Sam Blessing
Chief Engineer.....Herbert P. Lavin

KNEX
McPHERSON—1949—LBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Operated By....McPherson Bcstg. Co.
Address.....P. O. Box 186
Phone Number 1540
News Service .....AP
Transcription Service .....SESAC
President .....Evart Mills
General Manager .....Henry Dais
Commercial Mgr.....Vance Archer
Chief Engineer.....Claude Hughes
Consulting Engineer.....Ted Heithecker

KOFO
OTTAWA—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Ottawa Bcstg. Co.
Transmitter Address.....P. O. Box 46
Phone Number 1045
Air Time .....Daytime
News Service .....UP
Transcription Service.....Capitol, Lang-Worth
Pres., Gen. Mgr. .....J. N. Jobes
Sta. Mgr., Pub. Dir.....Herbert M. Jobes
Prom., Comm. Mgr.....Thomas F. Ruble
Prog. Dir., Chief Eng.....Daniel W. Coltrane

KLKC
PARSONS—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Community Bcstg. Co.
Business-Studio Address.....1904 Broadway
Phone Number 4050
Air Time .....Sunrise-Sunset
Newspaper Affiliation.....The Sun
News Service .....AP
Transcription Service .....Thesaurus
President .....Clyde M. Reed, Jr.
General Manager.....Raeburn D. Drenner
Chief Engineer.....Clomer Warford

KOAM
PITTSBURG—1937—NBC

Frequency: 860 Kc.....Power: 10,000 Watts d., 5,000 n.
Owned-Oper. By..The Pittsburg Bcstg. Co., Inc.
Business Address.....P. O. Box 603
Phone Number 2165
Air Time .....5:45 a.m.-M.
News Service .....AP
Representative.....John E. Pearson
Membership .....NARTB
President.....E. V. Baxter
Gen., Sta., Comm. Mgr. .....R. E. Wade
Chief Engineer.....Leo Stafford

KSEK
PITTSBURG—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KSEK Bcstg. Co., Inc.
Business-Studio Address.....Box 610
Phone Number 742
Air Time.....Full Time
News Service .....AP
Newspaper Affiliation.....Headlight & Sun
Transcription Service .....Thesaurus
Representative .....Cooke
Membership .....BAB
President.....O. S. Stauffer
General Manager.....Thad M. Sandstrom
Commercial Manager.....Dale S. Helmers
Chief Engineer.....Paul A. Winders

KWSK
PRATT—1952

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pratt Bcstg. Co.
Address.....P. O. Box 385

KSAL
SALINA—1937—MBS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....KSAL, Inc.
Bus.-Studio Address.....201 W. Iron Ave.
Phone Number 3701
Air Time .....Unlimited
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative.....John E. Pearson
Membership .....NARTB, BAB
President.....R. J. Laubengayer
Station Mgr.....R. V. Jensen
Prom. Mgr., Publ. Dir.....C. R. Lamer
Program Director.....Al Thompson
Chief Engineer.....Donald Engelhardt

KJAY

TOPEKA—1949

Frenquency: 1440 Kc. ..Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By .....S. H. Patterson
Address .....908 Kansas Ave.
Phone Number 3-1336
Air Time.....Full Time
News Service .....INS
Representative .....Forjoe
President.....S. H. Patterson
Station Director.....Norwood J. Patterson
General Manager.....Wilber Upchurch
Program Director.....Roy Vernon
Chief Engineer .....Gale Totten

KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles B. Axton
Address .....Topeka
Phone Number 4-3444
Air Time.....Full Time
News Service .....AP
Transcription Service.....Associated
Representative.....John E. Pearson Co.
Owner, Gen., Sta. Mgr.....C. B. Axton
Commercial Manager.....Allan Curnutt
Asst. Manager.....Marie M. McKinney
Program Director.....Jack Warren Ostrode
Chief Engineer .....Willard H. Peterson

WIBW

TOPEKA—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned By.....Capper Publications, Inc.
Operated By.....Topeka Bcstg. Assn., Inc.
Business-Studio Address....1035 Topeka Blvd.
Phone Number 3-2377
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
President.....H. S. Blake
General-Station Manager.....Ben Ludy
Commercial Manager.....Hilton Hodges
Program Director.....Maude Carlson
Chief Engineer.....Lewis Dickensheets

WREN

TOPEKA—1926—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By...WREN, Bdcstg. Co., Inc.
Business-Studio Address.....411 W. 10th St.
Phone Number 2-0505
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, BAB
President.....Alf M. Landon
Business Manager .....Fred L. Conger
Sales Promotion Manager ...Gerald K. Barker
Program Director .....Max Falkenstein
Technical Spvsr.....Albert J. Meyer

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....KAKE Bcstg. Co., Inc.
Bus.-Studio Address.....420 W. Douglas Ave.
Phone Number 4-9369
News Service .....AP
Transcription Service .....World
Representative .....Radio Reps. Inc.
V.P., General Manager.....Jack Todd
Commercial Manager.....Martin Bass
Program Director.....Graeme Fletcher
Chief Engineer.....Harold Newby

KANS

WICHITA—1936—NBC

Frequency: 1480 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Taylor Radio & TV
Business-Studio Address....1015 N. Broadway
Phone Number 4-2387
Air Time.....Full Time
News Service.....AP, UP
Transcription Service .....Associated
Representative .....O. L. Taylor Co.
Membership .....NARTB
President.....O. L. Ted Taylor
General Manager.....Archie J. Taylor
Commercial Manager .....Dudley Tichenor
Sales Promotion Manager .....Rusell L. Lowe
Program Director.....Justin Bradshaw
Chief Engineer.....Max Miller

KFBI

WICHITA—1923—ABC

Frequency: 1070 Kc...Power: 10,000 Watts d.; 1000 Watts n.
Owned-Operated By.....KFBI, Inc.
Business-Studio Address.....200 E. First St.
Phone Number 2-1447
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President .....Howard Lane
Gen., Sta. Mgr.....Hale Bondurant
Promotion Manager.....Clarence Sewell
Program Dir.....George Wells
Publicity Director .....Marie MacDonald
Chief Engineer.....K. W. Pyle

KFH

WICHITA—1922—CBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By...Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Phone Number 2-4491
Air Time.....Full Time
Newspaper Affiliation .....“Eagle”
News Service.....UP, AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Edward Petry
Membership .....NARTB, BAB
President .....John Rigby
V.P., Gen. Mgr.....Frank V. Webb
Sales Promotion Manager.....Beulah Roth
Program Director.....Thomas Bashaw
Publicity Director.....Marjory Bassett
Chief Engineer.....Virgil Hinshaw

KWBB

WICHITA—1950

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By...Wichita Beacon Bcstg. Co.
Address.....2829 Salina Ave.
Phone Number 7-1265
Air Time.....6 a.m.-M.
Transcription Service.....Capitol, Thesaurus
News Service .....AP
Representative .....Pearson
Membership .....NARTB, BAB
President .....Louis Levand
General Manager.....J. Milton Hall
Comm. Mgrs.....John Merrell, Dale E. Kern
Program Director.....Chick Martin
Chief Engineer.....Ralph McClellan

KENTUCKY

Pop. April 1, 1953 (Est.) 3,117,000 — Total Housing Units 825,000
Families April 1, 1953 (Est.) 765,000 — Stations in State 46

WCMI

ASHLAND—1935—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By ....Ashland Bdcstg. Co., Inc.
Address .....120 20th Street
Phone Number 3010
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Trans. Service.....World, Thesaurus, SESAC
Representative .....John E. Pearson
Membership .....NARTB, BAB
President .....Gilmore N. Nunn
Sta., Prom. Mgr., Pub. Dir.....W. R. Martin
Comm., Gen. Mgr.....Charles C. Warren
Program Director.....George Marshall
Chief Engineer .....Clarence W. Weaver

WKCT

BOWLING GREEN—1947—ABC

Frequency: 930 Kc. ...Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By ...Daily News Bdcstg. Co.
Address .....Box 727
Phone Number 4325
Air Time.....5:30 a.m.-12 M.
News Service .....UP
Newspaper Affiliation..Park City Daily News
Transcription Service.....Thesaurus
Representative .....J. H. McGillvra Inc.
President .....J. Ray Gaines
Sta., Gen. Mgr. .....Al Temple
Comm., Prom. Mgr...James H. Topmiller, Jr.
Program Director.....Jack Eversole
Publicity Director.....Nada Cherry
Chief Engineer.....Haro Durham

WLBJ

BOWLING GREEN—1938—MBS

Frequency: 1410 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Bowling Green Bcstg. Co.
Address .....901 Lehman
Phone Number 3212
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Ken D. Given
Commercial Manager.....Robert Proctor
Sales Prom. Mgr.....Georgia Bates
Publicity Director.....William Kuznitsof
Program Director.....Helen Given
Chief Engineer.....Rondal L. Miller

WLCK

CAMPBELLSVILLE—1951

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Taylor Bcstg. Co.
Address.....P. O. Box 248
Phone Number 380
News Service .....UP
Transcription Service.....Lang-Worth, Cole
Pres., Gen. Mgr.....Redman Turner
Commercial Manager.....Lindsey Harden
Program Director.....Dean Harden
Asst. Mgr., Chf. Engr.....James B. Crawley

WTCO

CAMPBELLSVILLE—1948—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Central Kentucky Bcstg. Co., Inc.
Business-Studio Address.....203 E. Main St.
Phone Number 250
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, SESAC
President.....H. T. Parrott
Gen., Sta. Mgr., Prog. Dir....James Shacklette
Sales Promotion Mgr.....Frank Hayden
Chief Engineer.....Harvey Kingsbury

WAIN

COLUMBIA—1951—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Corp.
Address.....Columbia
Phone Number 4111
News Service .....UP
Trans. Ser.....MacGregor, Thesaurus
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....S. C. Bybee
Comm., Prom. Mgr.....Lanier Burchett
Chief Engineer.....Lewis Owens

WCTT

CORBIN—1947—MBS-KBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Oper. By....Corbin Times-Tribune, Inc.
Business Address.Kentucky Ave. & Monroe St.
Phone Number 123-4, 1071
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....World, Keystone
President.....J. Springer Robinson
General Manager.....John L. Crawford
Station Manager.....Kenneth Turner
Commercial Manager.....S. G. Hembree
Chief Engineer.....Russell Henson

WZIP

COVINGTON—1947—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....WZIP, Inc.
Bus.-Studio Address...Sixth & Madison Aves.
Phone Number.....JUniper 5300
Air Time .....Daytime
News Service .....AP
Membership .....NARTB, BAB
Pres., Gen., Comm. Mgr...Arthur L. Eilerman
Program Director.....E. C. Toleman
Publicity Director.....Walter Rehbaum
Chief Engineers..H. DeArmond, E. C. Toleman

WCPM

CUMBERLAND—1951—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Blanfox Radio Co.
Address.....S. Main St.
President.....R. B. Helms
Sta., Comm. Mgr.....Murray Woroner
Program Director.....Jean Estep
Chief Engineer.....J. Francke Fox

WHIR

DANVILLE—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Commonwealth Bcstg. Corp.
Address .....P. O. Box 234
Phone Number.....Danville 1230
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative.....Hal Holman Co.
Membership .....NARTB, BAB
Pres., Comm. Mgr. .....W. T. Isaac
V.P., Pgm. Dir.....David B. Highbaugh
Chief Engineer.....Henry C. Lovell

WIEL

ELIZABETHTOWN—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elizabethtown Bcstg. Co.
Address.....P. O. Box 347
Phone Number 5151
Air Time.....Full Time
Transcription Service .....Associated
News Service .....UP
Membership .....NARTB, BAB
President.....J. W. Hodges
Gen., Sta. Mgr.....Walter T. Gaines
Chief Engineer.....Thomas Moore Baldwin

WFKY

FRANKFORT—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Frankfort Bcstg. Co., Inc.
Phone Number 48281
Air Time.....5 a.m.-11 p.m.
News Service .....UP
Representative .....Burn-Smith
Pres., Gen. Mgr.....Ken Hart
Sales Prom. Mgr., Prog. Dir....Robert Beasley
Publicity Director.....Mary Flynn
Chief Engineer.....Dick Goddard

WFUL

FULTON—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By....Ken-Tenn Bcstg. Corp.
Address.....P. O. Box 482
Phone Number 1270
News Service .....UP
Transcription Service .....Thesaurus
President.....Dr. R. W. Bushart
Gen. Mgr., Pgm. Dir.....Jack A. Dill
Chief Engineer.....Eugene Moore

WKAY
GLASGOW—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Glasgow Bcstg. Co., Inc.
Phone Number 2141
News Service .....UP
Transcription Service .....SESAC
President.....Gordon E. Brown
Gen., Sta. Mgr.....C. H. Hulse
Commercial Manager.....J. M. Barrick
Sales Prom. Mgr.....Freeman Cherry
Program Director.....Caroline Biggers
Chief Engineer.....C. H. Hulse

WHLN
HARLAN—1941—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Blanfox Radio Co., Inc.
Address.....S. Main St.
Phone Number 625
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Burn-Smith
Membership .....NARTB, BAB
President, Gen. Mgr.....R. B. Helms
Program Director.....Nell Bradford
Comm., Sta. Mgr.....J. T. Morgan
Chief Engineer .....J. Francke Fox, Jr.

WKIC
HAZARD—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....BMG Bcstg. Corp.
Address.....Peoples Bank Building
Phone Number .....Main 720
Air Time.....Full Time
News Service .....AP
Newspaper Affiliation.....Hazard Herald
Transcription Service .....World
Representative.....Hil F. Best
President.....Fred B. Bullard
Gen., Sta. Manager.....Richard H. Goodlette
Chief Engineer.....Marvin E. Young
Program Director.....Charles W. Metcalf
Comm., Prom. Manager.....Bob Mansfield

WSON
HENDERSON—1941—MBS-KBS

Frequency: 860 Kc.....Power: 500 Watts d.
Owned-Oper. By....Henderson Bcstg. Co., Inc.
Bus.-Studio Address.....Zion Rd.
Phone Number 3923
News Service .....UP
Transcription Service .....World
Representative .....Meeker
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Hecht S. Lackey
Sales Prom. Mgr.....Ewing Graham
Program Director .....Martin E. Schaeffer
Chief Engineer.....Bob Cleveland

WHOP
HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Hopkinsville Bcstg. Co., Inc.
Phone Number 1025
Studio-Transmitter Location.....Cadiz Rd.
Air Time.....5 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....RCA
Representative .....Meeker
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....F. E. Lackey
Commercial Manager .....Katherine Peden
Sales Prom. Mgr., Prog. Dir...Margaret Wyatt
Chief Engineer.....Leo Y. Wilson

WLAP
LEXINGTON—1922—ABC

Frequency: 630 Kc. ...Power: 5000 Watts d., 1000 n.
Owned-Operated By....American Bcstg. Corp. (Not ABC)
Business-Studio Address.....Radio Bldg.
Phone Number 3-2727
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NARTB, BAB
President.....Gilmore N. Nunn
V.P.-General Manager.....J. E. Willis
Program Director .....Henry Allin
Publicity Director.....Joe DeLong
Chief Engineer.....Henry C. Locklar

WLEX
LEXINGTON—1946—KBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Ky. Bcstg. Co.
Business Address.....Campbell House
Phone Number 3-0433
Air Time .....Unlimited
Trans. Service.....Lang-Worth, MacGregor
Representative .....Forjoe
News Service .....AP
President.....J. D. Gay, Jr.
Secy.-Treas. .....Guthrie Bell
Gen., Com. Mgr.....J. L. Brownell, Sr.
Chief Engineer.....William Yount

WVLK
LEXINGTON—1947—MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By....Bluegrass Bcstg. Co., Inc.
Address .....Phoenix Hotel
Phone Number 2-7177
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Burn-Smith
President.....Garvice D. Kincaid
V.P., Gen. Mgr.....Donald J. Horton

Secy., Sta. Dir. ..... Ted Grizzard
Commercial Manager ..... Lynn E. Knox
Promotion Manager ..... George T. Webb
Program Director ..... O. C. Halyard, Jr.
Chief Engineer ..... Paul Dunbar

WAVE

LOUISVILLE—1933—NBC

Frequency: 970 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WAVE, Inc.
Business Address ..... 334 E. Broadway
Phone Number ..... Wabash 2201
Air Time ..... Unlimited
Transcription Service .... Thesaurus, Standard
Representative ..... Free & Peters
Membership ..... NARTB, BAB
President ..... George W. Norton, Jr.
General-Station Manager ..... Nathan Lord
Commercial Manager .... La Velle Waltman
Sales Prom. Mgr. ..... Charles Hill
Program Director ..... James Caldwell
Chief Engineer ..... Wilbur Hudson

WGRC

LOUISVILLE—1936—MBS

Frequency: 790 Kc. .. Power: 5000 d. 1000 n.
Owned-Operated By .... Northside Bcstg. Corp.
Bus.-Studio Address ..... Ky. Home Life Bcstg.
Phone Number ..... Wabash 8871
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Walker
Membership ..... NARTB
Pres., Comm. Mgr. ..... J. Porter Smith
Gen. Mgr. ..... Charles L. Harris
Pgm. Dir. ..... Ward Hatcher
Chief Engineer ..... W. J. Morrison

WHAS

LOUISVILLE—1922—CBS

Frequency: 840 Kc. ... Power: 50,000 Watts
Owned-Oper. By ..... WHAS, Inc.
Address ..... 525 W. Broadway
Phone Number ..... WAbash 2211
Air Time ..... Full Time
News Service ..... AP
Newspaper Affil. .... Courier-Journal, "Times"
Transcription Service ..... Lang-Worth
Representative ..... Henry I. Christal Co.
President ..... Barry Bingham
Director ..... Victor A. Sholis
Asst. Director ..... Neil D. Cline
Sales Director ..... John M. Fouts
Sales Prom. Mgr. ..... William Loader
Chief Engineer ..... Orrin W. Towner
Program Director ..... Sam Gifford

WINN

LOUISVILLE—1940

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ... Kentucky Bcstg. Corp., Inc.
Bus.-Studio Address ..... Earle Hotel
Phone Number ..... WAbash 5148
Air Time ..... 7 a.m.-M.
News Service ..... UP
Trans. Service ..... World, MacGregor
Representative ..... The Taylor Co.
Membership ..... NARTB
Pres., Gen., Sta. Mgr. ..... Harry McTigue
Commercial Manager .. Chas. A. Schacht, Jr.
Program Director ..... George Partridge
Sales Prom. Mgr. ..... H.elen E. Roberts
Chief Engineer ..... Melvin Scarsdale

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc. .... Power: 1000 Watts d.
Owned-Operated By .... Robert W. Rounsaville
Business-Studio Address ..... 2549 S. Third St.
Phone Number ..... Calhoun 3680
Air Time ..... Daytime
News Service ..... AP
Representative ..... Pearson
President, Gen. Mgr. ..... R. W. Rounsaville
Station Mgr. ..... William R. Wagner
Prom., Comm. Mgr. ..... Lee Smith
Program Director ..... Johnny Martin
Chief Engineer ..... Steve Dawson

A $152 MILLION DOLLAR NEGRO MARKET

IS INEXPENSIVELY YOURS . . . WHEN YOU SELL THROUGH THESE TWO NEGRO-PROGRAMMED SOUTHERN STATIONS!

WLOU 160,000 Negroes, with a buying power of $52 million plus, make up a powerful market you can't afford to overlook! Buy it individually, or in combination with WMBM at special package rates!

LOUISVILLE, KENTUCKY

WMBM 150,000 Negroes, plus a tremendous audience in the Bahamas and along the North Cuban coast constitute the rich $100 million market of Miami's Negro Independent. Write for special package rates now!

MIAMI BEACH, FLORIDA

National Representative:
FORJOE AND COMPANY

Southern Representative:
DORA-CLAYTON AGENCY, INC.

WKLO

LOUISVILLE—1948—ABC

Frequency: 1080 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Mid-America Bcstg. Corp.
Business-Studio Address....Henry Clay Hotel
Phone Number.....Clay 4441
Air Time.....Full Time
Representative.....John Blair & Co.
News Service .....UP
Transcription Service .....Associated
President .....Emanuel Levi
Sta., Gen. Mgr. ... ...Joe Eaton
Commercial Manager.....Russell J. Pirkey
Program Director.....Mary Louise Moore
Chief Engineer.....D. C. Summerford

WKYW

LOUISVILLE—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.
Phone Number.....CLay 4811
Air Time .....Daytime
News Service .....AP
Transcription Service.....Standard, Capitol
Representative .....Burn-Smith
President.....F. Eugene Sandford
Gen., Sta. Manager.....Edwin E. S. Weldon
Commercial Manager.....H. Parker Smith
Program Director.....Harry Lockhart
Chief Engineer.....Clovis Sadler

WFMW

MADISONVILLE—1948—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By Messenger Bdctsg. Co., Inc.
Address .....Box 387
Phone Number 1885
Air Time .....Sunrise-Sunset
Newspaper Affiliation....Madison Publishing
News Service .....UP
Trans. Service..Capitol, Thesaurus, Standard
Representative .....Continental
President .....Edgar Arnold, Sr.
Sta., Gen. Mgr. .....H. W. Wells
Prom., Comm. Mgr. .....Elmer L. Kelley, Jr.
Program Director .....Richard T. Harris
Chief Engineer .....Evers Mick

WKTM

MAYFIELD—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mayfield Bcstg. Co.
Phone Number 46
Studio Address.....Mayfield Hotel
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Sears & Ayer
Membership .....NARTB
President.....Frank O. Evens
Gen., Sta., Comm. Mgr. .....Wayne Morgan
Program Director.....Joe MacNeilly
Publicity Director.....Frances Finks
Chief Engineer.....Joseph M. Hargrove

WNGO

MAYFIELD—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By....West Ky. Bcstg. Co., Inc.
Phone Number 1597
Air Time.....Full Time
News Service .....AP
Transcription Service .....Capitol
Membership .....NARTB, BAB
President.....H. M. Suthard
General Mgr.....T. E. Brewer
Commercial Mgr.....Carl Leigh
Program Director.....O. L. Davis
Promotion Mgr.....Bob Lee
Chief Engineer.....Ben Dixon

WFTM

MAYSVILLE—1948—MBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By...Standard Tobacco Co., Inc.
Bus. Address.....626 Forest Ave.
Phone Number 1400
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Membership .....NARTB, BAB
President.....Charles P. Clarke
General Mgr.....John W. Betts
Commercial Mgr.....Horace Simpson
Program Director .....Gene Waters
Chief Engineer.....Harvey Cross

WMIK

MIDDLEBORO—1948—KBS

Frequency: 560 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Cumberland Gap Bcstg.
Phone Number 980
Air Time.....Day Time
Representative .....Holman
Transcription Service .....RCA
News Service .....UP
Membership .....BAB
President.....Dr. U. G. Brummett
General Mgr.....H. Webster Taylor
Comm., Prom. Mgr.....Maurice K. Henry
Chief Engineer.....Tal England

WNBS

MURRAY—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Murray Bcstg. Co.
Address .....P. O. Box 548
Phone Number 1340
News Service .....AP
President.....H. T. Waldrop
Manager .....Edward Griffin
Comm. Mgr., Prog. Dir.....Troy Glidwell
Chief Engineer.....Otis Cohoon

WNOP

NEWPORT—1948

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address....606 Monmouth St.
Phone Number.....Juniper 7100-1
Air Time .....Sunrise-sunset
News Service .....UP
President, Comm. Mgr.....James G. Lang
Station Manager.....Ann Rolfes Lang
Program Director.....Doug Nunn
Chief Engineer.....Joshua Burtz

WOMI

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Owensboro Bcstg. Co., Inc.
Business Address.....Livermore & Byers
Phone Number 3-1558
Air Time.....6 a.m.-M.
News Service .....AP
Newspaper Affiliations...Messenger, Inquirer
Transcription Servise .....Thesaurus
Representative .....Burn-Smith
Membership .....NARTB, BAB
President.....Lawrence W. Hager
Gen.-Sta. Mgr.....Hugh O. Potter
Program Director.....Mrs. Cliffordean Potter
Chief Engineer.....Harold I. Peters

WVJS

OWENSBORO—1946

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By..Owensboro On The Air, Inc.
Business-Studio Address.....324 Allen St.
Phone Number 3-3521
News Service .....UP
Transcription Service .....World
Representative.....William G. Rambeau
Membership .....NARTB
President.....V. J. Steele
General Manager.....Malcolm Greep
Commercial Manager.....John T. Rutledge
Sales Prom. Mgr.....Leola C. Hayden
Program Director.....Larry Adams
Chief Engineer.....Robert Earl Jagoe

WKYB

PADUCAH—1946—NBC

Frequency 570 Kc. ...Power: 1000 Watts d., 500 n.
Owned-Oper. By.....WKYB, Inc.
Business-Studio Address....504 Kentucky Ave.
Phone Number 2-1678
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr.....E. J. Paxton, Jr.
Commercial Manager.....S. Livingston
Program Dir.....Joe P. Knight
Chief Engineer.....C. G. Sims

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Oper. By ..Paducah Bdcstg. Co., Inc.
Address .....4th & Bway—Taylor Bldg.
Phone Number 2-8231
Air Time .....5 a.m.-12 M.
News Service .....UP
Trans. Serv. .....Lang-Worth
Representative .....Meeker
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Pierce E. Lackey
Prog., Pub. Dir.....Ray Mofield
Chief Engineer.....U. C. Morris

WSIP

PAINTSVILLE—1949—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Ptnrs.:T. A. Silvert, E. Chandler.
Address .....Meade Bldg.
Phone Number 1196
News Service .....UP
Transcription Service .....Thesaurus
Gen., Sta. Manager.....Ted Arnold Silvert
Chief Engineer.....Eugene Baldridge

WLSI

PIKEVILLE—1949

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cumberland Pub. Co.
Address .....Pikeville
Phone Number 456
Air Time.....Day Time
Newspaper Affiliation.....Daily News
News Service .....UP
Transcription Service .....Lang-Worth
President.....W. J. Ward
Gen., Comm. Mgr., Pgm. Dir..Roy E. Alexander
Chief Engineer.....Guy N. Ferrell

WPKE

PIKESVILLE—1949—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Ky. Bdcstg. Corp.
Phone Number 1280
News Service .....AP
Transcription Service .....SESAC
Representative .....Continental
President.....Clyde Childers Jr.
Program Director.....Al Kahn
Comm., Gen. Mgr.....Edward Damron
Chief Engineer.....Edwin Meek

WPRT

PRESTONBURG—1952

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kentucky Mt. Bcstg. Co.
News Service .....UP
Transcription Service .....MacGregar
President.....D. C. Stephens
Gen., Prom. Mgr.....Rex Osborne
Chief Engineer.....Edwin P. Healy

WPKY

PRINCETON—1950—MBS-KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Princeton Bcstg. Co.
Address.....U. S. Highway 62
Phone 2072
News Service .....AP
Owner, Gen. Mgr.....Leslie Goodaker
Program Dir.....Mrs. Leslie Goodaker
Commercial Manager.....James H. Johnson
Chief Engineer.....Marvin Mahoney

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Southeastern Bcstg. Corp.
Address .....P. O. Box 526
Phone Number 1240,-41
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Colton
Pres., Gen., Sta. Mgr.....Mike Layman
Commercial Manager .....Donald Orwin
Program Director.....John A. Hartnett
Chief Engineer .....Ralph F. Denton

WMTC

VANCLEVE—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kentucky Mt. Holiness Assn.
Bus.-Studio Address .....Vancleve
Phone Number....Vancleve 3 (Jackson exch.)
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative ..... Continental
President.....Dr. Lela G. McConnell
General-Station-Comm. Mgr.....Wilfred Fisher
Program Director.....Violet Person
Chief Engineer.....Kenneth Amspaugh

LOUISIANA

Pop. April 1, 1953 (Est.) 2,819,000 — Total Housing Units 784,000
Families April 1, 1953 (Est.) 715,000 — Stations in State 45

KROF

ABBEVILLE—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Abbeville Bcstg. Serv. Inc.
Business Address.....P. O. Box 620
Phone Number 960
Transcription Service .....World
Membership .....NARTB
Secy.-Treas. Gen. Mgr.....George P. Martin
Program Director.....Ebba Lou Martin
Chief Engineer ..... George P. Martin

KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. ...Power: 5,000 Watts d., 1,000 Watts n.
Owned-Oper. By .Alexandria Bdcstg. Co., Inc.
Address.....6th and Johnston
Phone Number 3-2543
News Service .....AP, UP
Trans. Serv. .....World, McGregor
Representative .....Weed & Co.
Membership .....NARTB, BAB
President .....Walter H. Allen
Gen. Mgr.....Willard L. Cobb
Commercial Manager .....Walter D. Melson
Prom. Mgr., Publ. Dir.....Vivian Close
Prog. Dir.....Alex Marchand
Chief Engineer .....Jesse R. Sexton

KSYL

ALEXANDRIA—1947—NBC

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By .....KSYL, Inc.

Address.....Hway 71 at Bolton Ave.
Phone Number 6611,-12
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Everett-McKinney
Membership .....NARTB, BAB
Pres., Comm. Mgr.....Milton Fox
General Manager.....Virgil G. Evans
Program Director.....Bruce Rainey
Prom. Mgr.....Terrie Shute Raye
Chief Engineer.....Thomas Marhefka

KTRY

BASTROP—1948—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Morehouse Bcstg. Co.
Bus.-Studio Address....217 S. Washington St.
Phone Number 1400
News Service .....UP
Transcription Service.....World, Associated
General Manager.....Bill Davis
Commercial Manager .....G. I. Johnson
Chief Engineer .....S. E. Eckhardt

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By.....Modern Bcstg. Co.
Address.....929 Government St.
Phone Number 4-8571
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Adam Young
Membership .....NARTB, BAB
President.....Louis J. Prejean
V.P., Gen. Mgr.....T. E. Gibbons
Commercial Manager.....Ron Lifteral
Prog. Director.....John Ferguson
Chief Engineer.....Donald K. Allan

WIBR

BATON ROUGE—1948

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Community Bcstg. Co.
Address .....P. O. Box 1226
Phone Number 49493
News Service .....UP
Trans. Serv. .....Lang-Worth & Standard
Representative .....Walker
Gen. Mgr.....Robert Earle
Commercial Manager.....Roger Davison
Chief Engineer .....E. E. Case

WJBO

BATON ROUGE—1934
NBC-LA. NET

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By..Baton Rouge Bcstg. Co., Inc.
Business-Studio Address.....444 Florida St.
Phone Number 2-5271
Air Time .....Unlimited
News. Affil.....State Times, Morning Advocate
News Service.....AP, UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....BAB
President.....Douglas L. Manship
V.P., General Mgr.....J. Roy Dabadie
Sales Manager.....Charles C. Garvey
Pgm., Pub. Director.....Ralph H. Sims
Chief Engineer.....Pat Weathersby

WLCS

BATON ROUGE—1946—ABC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Air Waves, Inc.
Business Address.....204 North St.
Phone Number 24411
Air Time.....Full Time
News Service.....AP, INS
Transcription Service .....Associated
Representative .....Wm. G. Rambeau
Membership .....NARTB, BAB
President .....R. F. Cangelosi
General Manager.....Earl Smith
Commercial Manager.....Lamar Simmons
Prog. Dir.....Herman Nelson
Publ. Dir.....Mark O'Brien
Chief Engineer.....Edward Van Valkenburg

WIKC

BOGALUSA—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Enterprise Publishing Co.
Business Address.....Rio Grande St.
Phone Number 36
News Service .....AP
Transcription Service .....World
President.....William C. Moss
General Manager.....Curt Siegelin
Commercial Manager.....John H. Knight
Prog. Dir.....Bernie Behrendt
Chief Engineer.....Donald Quave

KSIG

CROWLEY—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Acadia Bcstg. Co.
Bus.-Studio Address....101 N. Parkerson Ave.
Phone Number 1450-1
Newspaper Affiliation.....“Daily Signal”
News Service .....AP
Membership .....NARTB
President .....Max Thomas
Gen. Mgr., Chief Eng....B. Hillman Bailey, Jr.
Station Mgr.....Mary Grace St. John
Commercial Manager.....Edmond M. Klein
Chief Engineer.....G. L. Newman, Jr.

KDLA

DeRIDDER—1950—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sabine Bcstg. Co.
Address.....Box 46
Phone Number.....7600
Air Time.....Daytime
News Service.....UP
Transcription Service.....MacGregor
Co-Owners.....Cyril W. Reddoch, John B. McCrary
Commercial Manager.....Ralph L. Hooks
Program Director.....Ted Thompson
Publ. Dir.....Ed Jones
Chief Engineer.....Klien Evans

KEUN

EUNICE—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-Parish Bcstg. Co.
Address.....Box 789
Phone Number.....3041
News Service.....AP
Transcription Service.....World
President.....Vincent Riehl
General Manager.....John A. Chauvin
Commercial Manager.....Chris Duplechain
Program Director.....Roger Duhon
Chief Engineer.....Billy Bland

WIHL

HAMMOND—1947

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Cefalu Radio Station
Bus.-Studio Add.....205 E. Thomas St.
Phone Number.....960
News Service.....AP
Owners.....Nicholas Cefalu, A. V. Cefalu
Gen., Sta. Comm., Prom. Mgr.....J. K. Ferris
Program Director.....George Bonnell
Chief Engineer.....J. R. Webb

KCIL

HOUMA—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Charles W. Lamar, Jr.
Business Address.....Baton Rouge, La.
News Service.....AP
Transcription Service.....World, SESAC
Membership.....NARTB, BAB
Owner.....Charles W. Lamar Jr.
General Manager.....Frank E. King, Jr.
Comm., Sls. Prom. Mgr.....Raymond A. Saadi
Prog. Dir.....Sam Eaton
Chief Engineer.....Lee E. Emmons

KJEF

JENNINGS—1950

Frequency: 1290 Kc....Power: 500 Watts d.
Owned-Oper. By.....Jennings Bcstg. Co., Inc.
Address.....1521 Lake Arthur Ave.
Phone Number.....1155
News Service.....UP
Membership.....NARTB
President.....Maxwell J. Thomas
Gen. Mgr.....Clovis L. Bailey
Sta. Mgr.....Jacqueline Todd Bertrand
Comm. Mgr.....Gerald Dugas
Sales Prom. Mgr.....Mildred Rhodriguez
Prog. Dir.....Albert W. Viquerie
Chief Engineer.....Edgar E. Barton, Jr.

KLFY

LAFAYETTE—1950—MBS

Frequency: 1420 Kc.....Power: 250 Watts d.; 500 W. n.
Owned-Oper. By.....Camellia Bcstg. Co.
Address.....P. O. Box 367
Phone Number.....8-9494,-5
Transcription Service.....World, Capitol
News Service.....UP
Membership.....NARTB, BAB
President.....Paul H. De Clonet
General Manager.....William A. Patton
Program Director.....John H. Selleck
Prom., Pub. Dir.....Sid Crocker
Chief Engineer.....William H. Bland, Jr.

KVOL

LAFAYETTE—1935—NBC

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 1070
Phone Number.....5-6426,-7
Newspaper Affiliation....."Daily Advertiser"
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Meeker
Membership.....NARTB, BAB
General Manager.....George H. Thomas
Sta. Mgr.....Evan H. Hughes
Commercial Manager.....Thomas G. Pears
Prog. Dir.....Don Metz
Chief Engineer.....Louis Pilcher

KAOK

LAKE CHARLES—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KAOK, Inc.
Address.....P. O. Box 1399
Phone Number.....6-7541
News Service.....UP
Transcription Service.....Associated
Representative.....Forjoe
President.....Jules J. Paglin
Co-Mgr., Prom. Mgr.....Tom Gresham
Co-Mgr., Prog. Dir.....Roy Rhodes
Station Director.....Stanley W. Ray, Jr.
Chief Engineer.....Levance Carson

KLOU

LAKE CHARLES—1947—CBS

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Oper. By..The Pelican Bcstg. Co., Inc.
Bus.-Studio Address.....203 W. Clarence St.
Phone Number 6-7277
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Pearson
Pres., Gen. Manager.....John L. Vath
Managing Dir.....Sara M. Anderson
Publicity Dir.....Josephine Moss
Program Director.....Sid Morse
Chief Engineer.....Ernest J. Vincent

KPLC

LAKE CHARLES—1935—NBC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calcasieu Bcstg. Co.
Business Address.....P. O. Box 1521
Phone Number 2713
Air Time.....5:30 a.m.-M.
News Service .....AP, UP
Transcription Service .....World
Representative .....Weed
President.....T. B. Lanford
Gen., Sta. Mgr.....David Wilson
Commercial Manager.....P. E. Mills, Jr.
Sales Promotion Manager.....R. M. White
Program Director.....A. B. Craft, Jr.
Publicity Director.....Margaret Kunzweiler
Chief Engineer.....A. B. Craft

KAPK

MINDEN—1952

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Parish Bcstg. Co.
Address .....Lakeshore Dr.
Phone Number 1985
News Service .....UP
General Manager.....Van F. Marshall
Commercial Mgr.....Paul Howard
Prom. Mgr., Prog. Dir.....Laura Dial
Chief Engineer.....Joel E. Wharton

KLIC

MONROE—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dr. Frank Cerniglia
Address .....Strauss Bldg
Phone Number 3-4617
News Service .....UP
Pres., Sta. Mgr.....Dr. Frank Cerniglia
Comm., Prom. Mgr.....(Mrs.) Marian A. Baker
Program Director.....John Lacy

KMLB

MONROE—1931

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By....Liner's Bcstg. Station, Inc.
Business Address.....Hotel Frances
Phone Number 25
News Service .....AP
Transcription Service .....Thesaurus
Representative.....O. L. Taylor
Gen., Sta. Mgr.....Charles Price
Comm., Prog. Mgr.....James Plaisance
Prom., Pub. Dir.....I. Elliget
Chief Engineer.....O. L. Morgan

KNOE

MONROE—1944—NBC

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....James A. Noe
Business-Studio Address.....Bernhardt Bldg.
Phone Number 8155
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership .....NARTB, BAB
President .....James A. Noe
Gen., Sta. Mgr.....Paul H. Goldman
Commercial Manager.....Earl Morin
Program Director.....Irving Zeidman
Chief Engineer.....Jack Ratliff

KWCJ

NATCHITOCHES—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Natchitoches Bcstg. Co.
Business-Studio Address.....Box 232
Phone Number 2353
President.....Dr. William H. Pierson

KANE

NEW IBERIA—1946—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....New Iberia Bcstg. Co.
Address .....Box 383
Phone Number 2-6726
News Service .....AP
Transcription Service .....Capitol
Membership .....BAB
General Manager.....George H. Thomas
Station Manager.....Dierrell Hamm
Commercial Manager.....A. Hall Allen
Program Director.....Donald Bonin
Chief Engineer.....Merle Case

KVIM

NEW IBERIA—1950

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Queen City Bcstg. Co.
Address.....P. O. Box 50
Phone Number.....2121
Transcription Service .....Associated
Membership .....NARTB, BAB
President.....P. M. Cochran
Gen., Sta. Mgr.....John H. Coco

★ ★ LOUISIANA ★ ★

Program Director.....Alice Lee
Sales Prom. Mgr.....Jay Burnett
Chief Engineer.....William H. Bland

WBOK

NEW ORLEANS—1950

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WBOK, Inc.
Address.....505 Baronne St.
Phone Number.....Tulane 5363
News Service .....UP
Representative .....Forjoe
President.....Jules J. Paglin
Gen., Sta. Mgr.....Stanley W. Ray, Jr.
Comm. Mgr.....Fred Schwarz
Program Director.....Earl Davis
Chief Engineer.....John Rhodes

WDSU

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....WDSU Bcstg. Corp.
Business-Studio Address.....520 Royal St.
Phone Number.....Tulane 4371
Air Time.....6 a.m.-12:30 a.m.
News Service.....AP, UP
Transcription Service.....Capitol, World
Representative .....John Blair
Membership .....NARTB, BAB
President.....Edgar B. Stern, Jr.
Exec. V.P. & Gen. Mgr.....Robert Swezey
V.P. & Comm. Mgr.....Louis Read
Program Dir.....William Ellwell
Prom. Dir.....Marion Annenberg
Chief Engineer.....Lindsey Riddle

WJBW

NEW ORLEANS—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Louise C. Carlson
Business-Studio Address.....Cigali Bldg.
Phone Number.....Ma. 3488
Air Time .....Unlimited
News Service .....AP
Representative.....W. G. Rambeau
Membership .....NARTB
Pres., Gen. Mgr.....Louise C. Carlson
Sta., Comm. Manager.....Ed. Carlson
Prom. Mgr.....George Stimmel
Program Dir.....Jim Landry
Chief Engineer.....Frank J. Recely
Publicity Dir.....Jesse Lee Cave

WJMR

NEW ORLEANS—1945

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By...Supreme Bcstg Co., Inc.
Address .....Jung Hotel, 1500 Canal Street
Phone Number .....Canal 0356-0357
Air Time.....Sunrise-Sunset
News Service .....UP
Representative .....Bolling

President ..... Chester Owens
Exec. V.P. ..... George A. Mayoral
V.P. & Gen. Mgr. ..... James E. Gordon
Comm., Prom. Mgr. ..... Patrick J. Shannon
Program Dir. ..... Tom Abbott
Publicity Dir. ..... Bonnie Kroll
Chief Engineer ..... Max Mipro

WMRY

NEW ORLEANS—1950

Frequency: 600 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Southland Bcstg. Co.
Address ..... 2107 Dryades St.
Phone Number ..... Tulane 4841
Representative ..... Gill-Keefe-Perna
News Service ..... UP
Membership ..... NARTB
President ..... Lester Kamin
General Manager ..... Mort Silverman
Program Dir. ..... Larry McKinley
Chief Engineer ..... Samuel Perkins

WNOE

NEW ORLEANS—1925—MBS

Frequency: 1060 Kc. .. Power: 50,000 d.; 5000 n.
Owned-Operated By ..... James A. Noe
Business-Studio Address ..... St. Charles Hotel
Phone Number ..... Express 2173
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... SESAC
Representative ..... H-R
Membership ..... NARTB, BAB
Owner ..... James A. Noe
Gen., Sta. Mgr., Prom. Dir. ..... Benton Paschall
Comm. Mgr. ..... Paul Berille
Prog. Dir. ..... Eldon Durand
Publicity Dir. ..... Bill Elliott
Chief Engineer ..... Ray Boyd

WSMB

NEW ORLEANS—1925

Frequency: 1350 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WSMB, Inc.
Business-Studio Address . Maison Blanche Bldg.
Phone Number ..... Magnolia 5921
President ..... N. L. Carter
General Manager ..... Jack O'Meallie

WTIX

NEW ORLEANS—1951

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Royal Bcstg. Corp.
Address ..... 624 Canal St.
Phone Number ..... CA 7250
Air Time ..... Full Time
News Service ..... UP
Membership ..... NARTB
President ..... General Hufft
Gen., Sta. Mgr. ..... William Ellwell
Commercial Manager ..... A. J. Hollander
Sales Prom. Mgr. ..... Edna May Ellwell
Program Director ..... Marilyn Barnett
Chief Engineer ..... Morris Jones

WTPS

NEW ORLEANS—1948

Frequency: 940 Kc. ..... Power: 1000 d.; 500 n.
Owned-Oper. By ..... The Times Picayune
Business Address ..... 615 Howard Ave.
Phone Number ..... Canal 5561
Transcription Service ..... Associated
Representative ..... Branham
President ..... John F. Tims
General Mgr. ..... H. F. Wehrmann
Prog. Dir. ..... Robert Smith
Prom. Mgr. ..... Martin Burke
Chief Engineer ..... George DeBlieux

WWEZ

NEW ORLEANS—1947

Frequency: 690 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WWEZ Radio Inc.
Bus.-Studio Address ..... Hotel New Orleans
Phone Number ..... Canal 3521
News Service ..... UP
Representative ..... Hollingbery
President ..... A. J. Chilton
General Manager ..... Joe A. Oswald
Program Dir. ..... Ken Elliott
Chief Engineer ..... Harrison Mondy

WWL

NEW ORLEANS—1922—CBS

Frequency: 870 Kc. ..... Power: 50,000 Watts
Owned-Operated By ..... Loyola University
Address ..... Roosevelt Hotel
Phone Number ..... Raymond 2194
News Service ..... UP, AP
Transcription Service ..... Standard, Thesaurus
Representative ..... Katz
Membership ..... NARTB
President ..... Rev. Patrick Donnelly
General Manager ..... W. H. Summerville
Comm. Manager ..... Larry Baird
Publicity Manager ..... Ray Liuzza
Program Director ..... E. M. Hoerner
Chief Engineer ..... J. D. Bloom, Jr.

KSLO

OPELOUSAS—1947—ABC-KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KSLO Bcstg. Co.
Studio Address ..... KSLO Bldg.
Phone Number 2633
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... World
Representative ..... Sears & Ayer

Membership ..... NARTB, BAB
Pres., Gen. Mgr. ..... W. Eugene Jones
Commercial Manager ..... J. R. Womack
Sales Prom. Mgr. ..... Stanley G. Young
Program Director ..... Wandell Allegood
Chief Anncr., News Dir. ..... Floyd Cormier
Chief Engineer ..... Richard M. Cole

KRUS

RUSTON—1947—MBS-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Ruston Bcstg. Co.
Bus.-Studio Address ... 105 E. N. Railroad Ave.
Phone Number 1490
Air Time ..... Full Time
News Service ..... UP
Newspaper Affiliation ..... "Daily Leader"
Owner, Gen. Mgr. ..... C. E. Faulk, Jr.
Station Manager ..... Kenneth L. Whitaker
Program Director ..... Bill Carter
Chief Engineer ..... James L. Span

KCIJ

SHREVEPORT—1950

Frequency: 980 Kc. .... Power: 5000 Watts d.
Owned-Oper. By ..... Southland Bcstg. Co.
Address ..... 205 Milam St.
Representative ..... Young
President ..... Lester Kamin
Gen., Comm. Mgr. ..... John H. Pace
Chief Engineer ..... N. L. Keys

KENT

SHREVEPORT—1947—MBS

Frequency: 1550 Kc. ..... Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By ..... Frank H. Ford
Business-Studio Address ..... 311 Milam Bldg.
Phone Number 3-3681
Air Time ..... 6 a.m.-M.
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Walker
Membership ..... NARTB
Pres., Gen. Mgr. ..... Frank H. Ford
Commercial Manager ..... Frank H. Ford, Jr
Prom., Pub. Dir. ..... Bill Monroe

KRMD

SHREVEPORT—1928—ABC

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Radio Station KRMD
Bus.-Studio Address ..... New Jefferson Hotel
Representative ..... Weed
Manager ..... G. V. Wilson
Station Director ..... W. L. Switzer
Program Director ..... Elizabeth V. Alford
Chief Engineer ..... Carl W. Goulden

KTBS

SHREVEPORT—1922—NBC

Frequency: 710 Kc. ... Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By .... Radio Station KTBS, Inc.
Address ..... 312 East Kings Hway
Phone Number 7-3644
Air Time ..... 5 a.m.-12 M.
News Service ..... AP, UP
Representative ..... Petry
Transcription Service ..... Associated
Membership ..... NARTB
Pres., Gen. Mgr. ..... E. Newton Wray
Comm. Mgr. ..... Alex Chesley
Pub., Sales Prom. Mgr. ..... Carol Vinson
Prog. Dir. ..... Cecil E. Bland, Jr.
Chief Engineer ..... C. H. Maddox

KWKH

SHREVEPORT—1925—CBS

Frequency: 1130 Kc. ..... Power: 50,000 Watts
Owned-Operated By .. International Bcstg. Corp.
Business-Studio Address .... Commercial Bldg.
Phone Number 2-8711
Newspaper Affiliation ..... Shreveport Times
Air Time ..... Unlimited
News Service ..... AP, UP
Transcription Service ..... Lang-Worth
Representative ..... Branham
Membership ..... NARTB, BAB
President ..... William H. Bronson
Exec. V.P., Gen. Mgr. ..... Henry B. Clay
Commercial Manager ..... Fred Watkins, Jr.
Prom. Mgr., Pub. Dir. ..... James T. Briggs
Program Director ..... Horace Logan
Chief Engineer ..... W. E. Antony

MAINE

Pop. April 1, 1953 (Est.) 963,000 — Total Housing Units 314,000
Families April 1, 1953 (Est.) 285,000 — Stations in State 15

WFAU

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ... Twin City Bcstg. Co., Inc.
Address ..... 160 Bangor St.
Phone Number 3-3838
Air Time ..... 6 a.m.-12 M.
News Service ..... AP
Transcription Service ..... Standard, World
Representative ..... Forjoe

President .....Faust Couture
Gen., Sta. Mgr.....Norman G. Gallant
Comm. Mgr.....Harry Simons
Sales Prom. Mgr.....Lynn Chase
Program Director.....Richard Norton
Publicity Director.....Louise Ware Patterson
Chief Engineer.....Paul Grave

WRDO

AUGUSTA—1932—NBC-MAINE NERN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WRDO, Inc.
Address .....175 Water Street
Phone Number 3-4735
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Weed, Bannan
Membership .....NARTB, BAB
President .....Adeline B. Rines
Gen., Sta., Prom. Mgr.....Jack S. Atwood
Commercial Manager .....Donald K. Powers
Publ. Pgm. Dir.....Leslie R. Hubley
Chief Engineer.....Harold T. Dinsmore

WABI

BANGOR—1924—ABC-MBS

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Community Bcstg. Service
Business-Studio Address.....57 State St.
Phone Number 6446
Air Time.....Full Time
News Service .....AP
Representative ....Everett-McKinney, Kettell-Carter
Co-O., President.....Horace E. Hildreth
Co-O., Gen. Mgr.....Murray Carpenter
Comm. Mgr.....Lee Gorman
Program Dir.....Richard Bronson
Chief Engineer.....Walter Dickson

WGUY

BANGOR—1947—CBS

Frequency: 1230 Kc .....Power: 250 Watts
Owned-Oper. By..Guy Gannett Bcstg. System
Address.....P. O. Box 732
Phone Number 7354
Air Time.....6:30 a.m.-12 M.
News Service .....UP
Representative .....Avery-Knodel
President.....Guy P. Gannett
General Manager.....Creighton E. Gatchell
Station Manager.....Samuel G. Henderson, Jr.
Program Director.....Clifton E. Reynolds
Chief Engineer.....Roger W. Hodgkins

WLBZ

BANGOR—1926—NBC-NERN

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Maine Bcstg. Co.
Business-Studio Address.....100 Main St.
Phone Number.....Bangor 6023
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Weed, Bertha Bannan
Membership .....NARTB, BAB
President .....Adeline Rines
General Manager.....Edward E. Guernsey
Program Director.....Irving S. Hunter
Promotion Manager.....George Chapman
Chief Engineer.....John Wibby

WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By ....Biddeford Bdcstg. Corp.
Address ..... 234 Main St.
Phone Number 4-4566
Air Time.....Full Time
News Service .....UP
Transcription Service.....World
Membership .....NARTB
Pres., Gen. Mgr.....Arthur Deters
Station Manager.....Chris Drivas
Chief Engineer .....Arthur Deters

WIDE
BIDDEFORD-SACO, ME.
MBS-YANKEE

Since it went on the air November 6, 1948, it has been growing steadily in acceptance as a proven sales medium in this industrial-recreational marketing area. WIDE's proven daytime service area covers a population of 201,781 . . . During the spring and summer months the population increases enormously because WIDE is located in the heart of Maine's richest resort area . . . Old Orchard Beach, Kennebunk Beach, Pine Point and many others. Here, too, are located the famous textile plants of Pepperell, Bates and Saco-Lowell with large year-round payrolls.

ARTHUR A. DETERS
President and Gen. Mgr.

WABM

HOULTON—1950—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....Aroostook Bdcstg. Corp.
Phone Number 2257
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
President .....Harry E. Umphrey
General Manager .....Harold D. Glidden
Sta., Comm. Mgr.....Ted Coffin
Chief Engineer .....Robert W. MacIntosh

WCOU

LEWISTON—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Twin City Bcstg. Co., Inc.
Business-Studio Address.....223 Lisbon St.
Phone Number.....4-6921
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Serv...Standard, SESAC, World
Representative .....Forjoe
President .....Faust Couture
General-Station Mgr.....John C. Libby
Comm. Mgr.....Oscar J. Normand
Pgm., Pub. Dir.....Herb Fontaine
Chief Engineer.....Herbert Wiles

WLAM

LEWISTON—1947—ABC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Lewiston-Auburn Bcstg.
Business-Studio Address.....129 Lisbon St.
Phone Number 4-5401
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney
President, Station Mgr.....Elden H. Shute, Jr.
General Mgr.-Treas.....Frank S. Hoy
Comm., Sales Prom. Mgr. ...Gerald T. Higgins
Prog., Pub. Dir.....F. Parker Hoy
Chief Engineer.....Leslie R. Hall

WCSH

PORTLAND—1925
NBC-NERN-ME.

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By....Congress Square Hotel Co.
Business-Studio Address.....157 High St.
Phone Number 2-0181
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Weed, Bertha Bannan
Membership .....NARTB, BAB
President.....Adeline B. Rines

If you want sales in Maine
Buy LEWISTON-AUBURN
1st IN PAYROLLS . . . 1951 RETAIL SALES . . . $70,597,000

BUY 5000 WATT
WLAM
ABC NETWORK "MAINE'S VOICE OF PROGRESS"

1st IN SHARE OF AUDIENCE

MORNINGS	AFTERNOONS	EVENINGS
8:00 a.m. to 12 Noon 43.1%	12 Noon to 6:00 p.m. 43.0%	6:00 p.m. to 8:00 p.m. 40.9%

Represented Nationally by Everett-McKinney, Inc.

C. E. HOOPER, INC. Survey
LEWISTON-AUBURN, ME., FEB., MAR., APR. 1951

Represented in New England by Kettell-Carter

General Manager .....William H. Rines
Station Manager.....Linwood T. Pitman
Commercial Manager.....Albert W. Smith
Prog. Dir.....Arthur Owens
Chief Engineer .....Daniel B. Smith

WGAN
PORTLAND—1938—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services
Business-Studio Address.....390 Congress St.,
Phone Number 2-7423
Air Time .....6 a.m.-12:05 a.m.
News Service.....AP, UP
Representative .....Avery-Knodel
Membership .....NARTB
President.....Guy P. Gannett
General Manager.....Creighton E. Gatchell
Commercial Manager.....Richard E. Bates
Pgm., Pub. Dir. .....Francis H. Farnum, Jr.
Chief Engineer.....Roger W. Hodgkins

WPOR
PORTLAND—1946—ABC-YANKEE MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oliver Bcstg. Corp.
Business-Studio Address.....Chapman Bldg.
Phone Number 3-8111
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Everett-McKinney
Louis J. Borgatti
Pres., Sta., Gen. Mgr. .....Harold H. Meyer
Commercial Manager.....William J. Mullen
Sales Prom. Mgr.....I. McAdoo
Program Director.....Raymond Mercier
Chief Engineer.....Roger S. Perry

WAGM
PRESQUE ISLE—1931—MBS YANKEE—ME.B.S.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Aroostook Bcstg. Corp.
Business-Studio Address.....180 State St.
Phone Number 8821
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
President .....Harry Umphrey

General Manager.....Harold D. Glidden
Commercial Manager .....Forrest Craig
Pgm. Dir.....Richard B. Marshall
Chief Engineer.....Lester E. Hughes

WRKD

ROCKLAND—1952—ABC

Frequency: 1460 Kc.....Power: 250 Watts
Owned-Oper. By.....Knox Bcstg. Co.
Address.....496 Main St.
Phone Number.....74 K
Air Time.....Full Time
News Service .....UP
Transcription Service .....Standard
Reps. .....Everett-McKinney, Kettell-Carter
President.....Carleton D. Brown
Station Manager.....Paul R. Huber
Commercial Mgr.....A. Sherman Butter
Commercial Manager.....A. Sherman Rutter
Chief Engineer.....Donald S. Winslow

WTVL

WATERVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kennebec Bcstg. Co.
Business-Studio Address.....36 Silver St.
Phone Number 2700-1
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative Everett-McKinney, Kettell-Carter
Membership .....NARTB, BAB
Pres., Gen.-Station Mgr.....Carleton D. Brown
Commercial Manager.....Harold I. Vigue
Program Dir.....Alvo Martin
Chief Engineer.....Don Sutherland

MARYLAND

Pop. April 1, 1953 (Est.) 2,466,000—Total Housing Units 694,000
Families April 1, 1953 (Est.) 639,000—Stations in State 23

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By...Annapolis Bcstg. Corp.
Business-Studio Address.....25 School St.,
Phone Number.....Annapolis 2500
Air Time.....Local sunrise-local sunset
President, General Mgr.....Morris H. Blum
Chief Engineer.....Arthur P. Dietz

WASL

ANNAPOLIS—1946

Frequency: 810 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Chesapeake Radio Corp.
Business Address.....P. O. Box 1551
Phone Number 9211
News Service.....AP
Transcription Service .....World
Membership .....BAB
Pres., Gen. Mgr.....Robert L. Blalock
Comm., Prom. Manager....Patrick W. Larkin
Program Director.....M. E. Blalock
Publicity Director.....John Drew
Chief Engineer.....Joseph H. Griscom, Jr.

WNAV

ANNAPOLIS—1949—KBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By ....The Capital Bdcstg. Co.
Address.....P. O. Box 829, Admiral Hgts.
Phone Number 2639
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Capitol, Thesaurus
Representative .....McGillvra
President .....Albert H. MacCarthy
Sta., Gen. Mgr.....Earle L. Boyles
Comm., Prom. Mgr.....Norman Bergholm
Prog. Dir.....John Hanly
Publicity Dir.....Frank D. Grosser
Chief Engineer.....Arnold Seltzer

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper. By..Hearst Corp. (Radio & TV Div.)
Address .....2610 North Charles St.
Phone Number .....Hopkins 3000
Air Time .....Unlimited
News Service .....AP, INS, UP
Transcription Service .....Thesaurus
Representative ....Edward Petry & Co., Inc.
V.P. and Exec. Dir.....Charles B. McCabe
V.P., & Gen. Mgr.....D. L. Provost
V.P., (Engineering) .....John Wilner
Station Manager.....Leslie H. Peard, Jr.
Dir. Pub. Affairs & Educ.....Arnold Wilkes
Program Director.....Victor F. Campbell
Program Manager.....William N. Rock
Local Sales Manager.....J. M. Kennedy
Pub. Mgr.....Thomas J. White, Jr.
Chief Engineer.....William C. Bareham

WBMD

BALTIMORE—1947

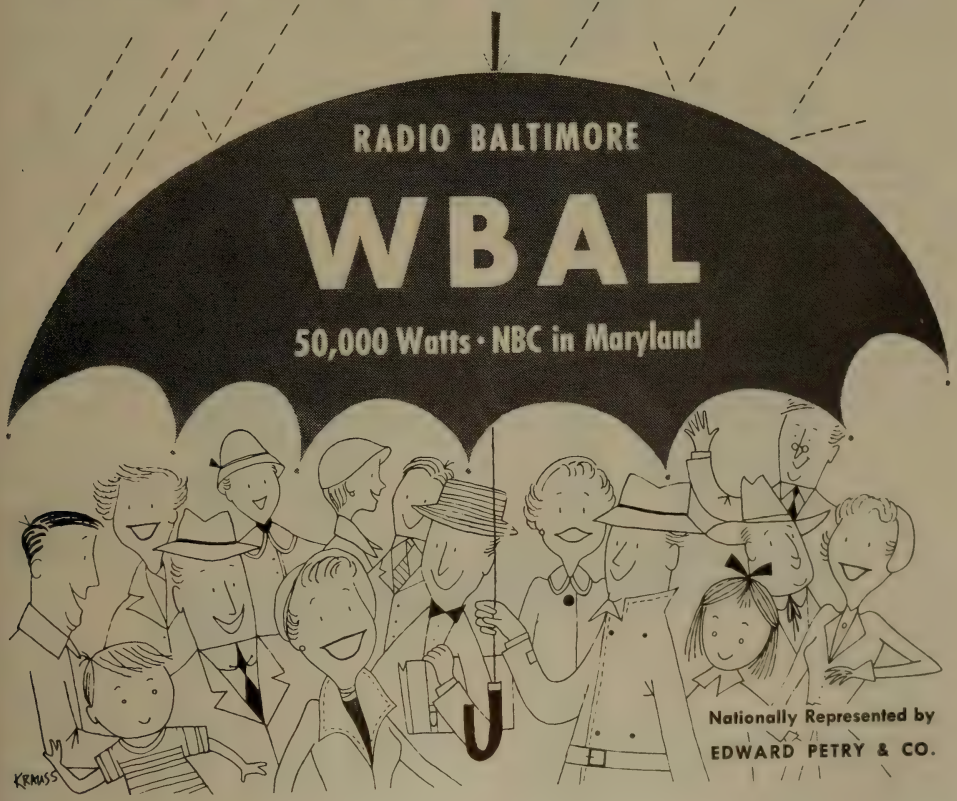
Frequency: 750 Kc.....Power: 1000 Watts d.

YOU GET MORE

COVERAGE

38,000 Square Miles! 496,810 Radio families!

WHEN YOU BUY



Owned-Operated By.....Key Bcstg. Corp.
Business-Studio Address.....879 Park Ave.
Phone Number.....Mulberry 7095
News Service .....AP
Representative.....Joseph Hershey McGillvra
President.....George E. Hull
General Mgr.....H. Shelton Earp, Jr.
Program Director.....Tom O'Connor
Chief Engineer.....Russell H. Morgan

WCAO

BALTIMORE—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Monumental Radio Co.
Business-Studio Address..1102 N. Charles St.
Phone Number .....Mulberry 0600-1-2-3-4
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....NARTB
Pres., Sta., Gen. Mgr.....L. W. Milbourne
Comm., Prom. Mgr.....Robert M. Richmond
Program Dir.....George L. Filling
Chief Engineer.....Martin L. Jones

WCBM

BALTIMORE—1924—MBS

Frequency: 680 Kc...Power: 10,000 d.; 5000 n.
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address....Harford & North Aves.
Phone Number.....Belmont 8400
Air Time.....Full Time
News Service.....AP, INS
Transcription Service .....Lang-Worth
Representative .....Taylor
Membership .....NARTB
President, Comm. Manager.....John Elmer
Gen., Sta., Comm. Mgr.....G. H. Roeder
Chief Engineer.....G. Porter Houston

WFBR

BALTIMORE—1922—ABC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...The Baltimore Radio Show
Address .....10 E. No. Ave.
Phone Number .....Mulberry 1300
Air Time.....6 a.m.-12 M.
News Service .....AP, UP
Transcription Service .....World
Representative .....John Blair & Co.
Membership .....NARTB
President .....Robert S. Maslin
V.P., Gen. Mgr. .....John E. Surrick
V.P., & Treasurer .....J. H. L. Trautfelter
V.P. Charge of Adv.....Robert S. Maslin, Jr.
Dir. of Sales, Comm. Mgr. ....Wm. S. Pirie, Jr.
Program Dir.....Bert Hanauer
Chief Engineer .....William Q. Ranft

WITH

BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Maryland Bcstg. Corp.
Business-Studio Address....7 E. Lexington St.
Phone Number.....Lexington 7808
Air Time.....24 Hrs.
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
Membership .....BAB
Pres., Gen.-Sta. Mgr.....Thomas G. Tinsley, Jr.
Comm., Sales Prom. Mgr.....Robert C. Embry
Program Dir.....Nedra Jeanne Berryman
Publicity Director.....Mae Hughes
Chief Engineer.....James S. Duff

WSID

BALTIMORE—1947

Frequency: 1010 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address....912 N. Charles St.
Phone Number.....Saratoga 8250
News Service .....UP
President .....Richard Eaton
Gen., Sta., Comm.,
Prom. Mgr.....Albert R. Lamphear
Prog., Publ. Dir.....Helen Wherley
Chief Engineer .....Leroy Reckling

WWIN

BALTIMORE—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Belvedere Bcstg. Co.
Address.....5740 Reistertown Rd.
Phone Number.....Mohawk 4400
Air Time.....Full Time
News Service .....AP
Transcription Service .....Associated
Representative .....Indie Sales
President.....Thomas F. McNulty
Gen. Mgr.....Lenore Feldman
Program Director.....Chester Kiser
Chief Engineer.....Joseph Sporney

WUST

BETHESDA—1951—MET. NET

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Oper. By..Broadcast Management, Inc.
Address .....1348 You St., Wash., D. C.
Phone Number .....HO 0011
News Service .....UP
Transcription Service .....Quality
Pres., Gen. Mgr.....Harold F. Sheffers
Comm., Prom., Pub. Mgr.....Leslie W. Smith
Chief Engineer.....Richard Reagan

...no if-and-or-but about it, the big

Bargain

in Baltimore is

WITH

ask your Forjoe man to prove it!

WCEM

CAMBRIDGE—1947—MBS

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By.....The Shore Bcstg Co.
Phone Number 1580
News Service .....AP
Transcription Service .....World
President.....John W. Downing
Gen. Mgr.....Charles J. Truitt
Sta. Mgr. Pub. Dir.....Thomas H. Maguire, Jr.
Comm., Prom. Mgr.....Anna Flowers
Prog. Dir.....Bette B. Robbins
Chief Engineer.....Jerrold P. Merritt

WCUM

CUMBERLAND—1948—CBS

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By.....The Tower Realty Co.
Address.....P. O. Box 360
Phone Number 5400-1
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
President.....Karl F. Steinmann
Station Manager.....M. Campbell, Jr.
Commercial Manager .....Roy S. Knotts
Sales Prom. Mgr.....Eldred Steinman
Chief Engineer.....Paul E. Custer

WDYK

CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Western Md. Bcstng.
Address.....450 Byrd Avenue
Phone Number 5001
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Representative ...Radio Representatives, Inc.
President.....Richard A. Raese
Sta., Mgr., Prog. Dir.....James M. Martinson
Commercial Manager.....Floyd V. Cozad
Prom. Mgr., Publ. Dir.....Robert Calvert
Chief Engineer.....George Sokol, Jr.

WTBO

CUMBERLAND—1928—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Maryland Radio Corp.
Address.....Commercial Bank Bldg.
Phone Number 299
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Branham
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Charles E. Smith
Comm., Sales Prom. Mgr.....Ray Miller
Pgm. Dir.....Michael Hurst
Pub. Dir.....Robert Rosamond
Chief Engineer.....Phil Malone

WFMD

FREDERICK—1936—CBS

Frequency: 930 Kc. .....Power: 1000 Watts
Owned-Operated By.....Monocacy Bcstg. Co.
Business-Studio Address.....Winchester Hall
Phone Number.....MOnument 3-6104, 5
Air Time.....5 a.m.-M.
News Service .....AP
President .....Laurence Leonard
General Manager.....Alan W. Long
Program Director.....Evelyn Leonard
Sales Prom., Pub. Mgr.....Amelia Weinberg
Chief Engineer.....Howard Fisher

WARK

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....United Bcstg. Co., Inc.
Business-Studio Address....128 S. Prospect St.
Phone Number 4500
Air Time.....6 a.m.-M.
News Service .....UP
Membership .....NARTB
President .....Richard Eaton
Managing Director .....Albert R. Lanphear
General Manager .....Samuel E. Phillips, Jr.
Prog. Dir., Farm Editor.....Hunter Reams
Publicity Director.....Betty Bupp
Chief Engineer.....G. Harold Brewer

WJEJ

HAGERSTOWN—1932—MBS-ABC

Frequency: 1249 Kc.....Power: 250 Watts
Owned-Oper. By...Hagerstown Bcstg. Co., Inc.
Business-Studio Address .....Franklin Court
Phone Number 2323
Air Time .....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative ..... Walker
Membership .....NARTB
Pres., Gen. Mgr. .....Grover C. Crilley
Sta., Prom., Mgr. .....William H. Paulsgrove
Commercial Mgr.....Clarence Myers
Pgm. Dir.....Robert Leshe
Publicity Director.....Marie Hobson
Chief Engineer.....George McIntire

WASA

HAVRE DE GRACE—1948

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chesapeake Bcstg. Corp.
Address .....P. O. Box 97
Phone Number 800
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
President, General-Station Mgr...Jason T. Pate
Comm.-Sales Prom. Mgr.....Charles W. Irwin
Pgm., Pub. Dir.....W. E. Baekey, Jr.
Chief Engineer.....Charles E. Veazie

WBOC

SALISBURY—1940—MBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By....The Peninsula Bcstg. Co.
Bus.-Studio Address.....Radio Park
Phone Number 6131
Air Time.....6 a.m.-12:30 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Burn-Smith
President.....John W. Downing
Gen., Sta., Comm. Mgr. .....Charles J. Truitt
Program Director.....John W. Downing, Jr.
Chief Engineer.....Jack W. Ward

WINX

ROCKVILLE—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....United Bcstg. Co.
Address.....Route 240, Rockville
Phone Number.....Rockville 4357
Air Time .....Sunrise-Sunset
News Service .....UP
President .....Richard Eaton
Gen., Sta. Mgr.....Bruce Collier
Promotion Manager.....Phyllis Johnson
Prog. Dir.....Bob Cossman
Chief Engineer.....Arthur A. Snowberger

WGAY

SILVER SPRING—1946—MET. NET

Frequency: 1050 Kc. ...Power: 1000 Watts d.
Owned-Oper. By....Tri-Suburban Bcstg. Corp.
Business Address.....11306 Kemp Mill Rd.
Phone Number.....Shep. 1050
Air Time .....Daytime
News Service .....AP
Representative.....Forjoe, Indie Sales
Membership .....NARTB, BAB
President.....John W. Kluge
Gen.-Sta. Mgr.....Joseph L. Brechner
Comm., Sls., Prom. Mgr.....James E. Crismond
Pub., Pgm. Dir.....Ernest Tannen
Chief Engineer.....Arthur McDougall

TODAY, AS 10 YEARS AGO, INDUSTRY LEADERS SAY:

WBOC

ONE OF AMERICA'S FINER RADIO STATIONS

At RADIO PARK, SALISBURY, MD.

OUT-OF-TOWN STUDIOS: SEAFORD, DEL., POCOMOKE CITY, MD.

SHARE OF AUDIENCE
(Mon. thru Fri. Average)
Source: J. A. Ward, Inc.
9 AM - 12 Noon 69.5%
12 Noon - 6 PM 71.6%
6 PM - 10 PM 72.0%

MARKET DATA
Source: Sales Management

Population	301,700
Radio Homes	82,500
Retail Sales	$333,484,000

AT THE CENTER OF THE STORIED DEL-MAR-VA PENINSULA

John W. Downing, President
Charles J. Truitt, Gen. Mgr.

National Representatives:
Burn-Smith Co., Inc.

MASSACHUSETTS

Pop. April 1, 1953 (Est.) 4,928,000—Total Housing Units 1,416,000
Families April 1, 1953 (Est.) 1,315,000—Stations in State 51

WARA

ATTLEBORO—1950

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Attleboro Radio Assn.
Address .....Bronson Bldg.
Phone Number 1320
Air Time.....Full Time
Representative .....Bannan
Transcription Service .....Thesaurus
News Service .....UP
President.....Howard H. Sweet
General Manager.....J. Ottmar
Station Manager.....Keith S. Field
Commercial Mgr.....William A. Dawson, Jr.
Program Director.....David P. Mohr
Chief Engineer.....Charles Lynch

WBMS

BOSTON—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WBMS, Inc.
Business-Studio Add.....Hotel Shelton
Phone Number.....Copley 7-3005
Air Time .....Sunrise-sunset
News Service .....UP
Representative.....Forjoe & Co.
President .....John Laux
General Manager.....Norman Furman
Commercial Mgr.....Zangwil Lasker
Sales Prom. Mgr.....Irving Wermont
Program Director.....Ken Malden
Publicity Director.....Gerald McCarthy
Chief Engineer.....Donald Snider

WBZ-WBZA

(Synchronous Operation)
BOSTON-SPRINGFIELD—1921
NBC-NERN

Frequency: 1030 Kc.....Power: WBZ, 50,000 Watts; WBZA, 1000 Watts
Owned-Oper. By....Westinghouse Radio Stations, Inc. (Synchronous Operation)
Business-Studio Add...1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
News Service.....AP, UP, INS
Transcription Service .....Thesaurus
Membership .....BAB
Representative.....Free & Peters
President.....E. V. Huggins
V.P., Gen. Mgr.....J. E. Baudino
Station Manager.....W. C. Swartley
Sales Manager.....C. M. Meehan
Promotion Manager.....John Stilli
Program Manager.....Avner Rakov
Chief Engineer.....W. H. Hauser
Publicity Director.....Joseph Cullinane

WCOP

BOSTON—1935

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....WCOP Bdcstg. Co.
Business-Studio Address.....485 Boylston St.
Phone Number.....COpley 7-0123
Air Time.....Full Time
News Service.....AP, INS
Gen., Sta. Mgr.....Roy V. Whisnand
Natl. Sales Mgr.....A. N. Armstrong
Program Director.....Irvin E. Dierdorff, Jr.
Chief Engineer.....Roland C. Hale

WEEI

BOSTON—1924—CBS-RADIO

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By.....CBS Radio Division
Business-Studio Address.....182 Tremont St.
Phone Number.....HUbbard 2-2323
Air Time.....Full Time
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative.....CBS Radio Spot Sales
Membership .....BAB
General Manager.....Harvey J. Struthers
Commercial Mgr.....Emmett J. Heerdt, Jr.
Sales Promotion Mgr.....Charles B. H. Vaill
Program Director.....Raymond G. Girardin
Publicity Director.....Marie H. Houlahan
Chief Engineer.....Harold A. Dorschug

WHDH

BOSTON—1926

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Matheson Radio Co.
Bus-Studio Address.....6 St. James Ave.
Phone Number.....HAncock 6-5500
Newspaper Affiliation..Herald-Traveler Corp.
Air Time..... ..Full Time
News Service .....AP
Representative .....John Blair
Membership .....NARTB, BAB
President.....Robert B. Choate
Managing Director.....William B. McGrath
Commercial Manager.....Arthur T. Brush
Program Director.....George M. Perkins
Sales Prom. Mgr., Pub. Dir...William E. Shea
Chief Engineer.....Philip K. Baldwin

WMEX

BOSTON—1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Northern Corp.
Business-Studio Address....70 Brookline Ave.
Phone Number.....Commonwealth 6-3900

Air Time.....Full Time
News Service .....INS
Transcription Service.....Lang-Worth, SESAC
Pres., Prog. Dir.....John E. Reilly
General, Station Manager.....William S. Pote
Commercial Manager.....Lawrence Flynn
Sales Promotion Manager.....Marie Mason
Publicity Director.....Mary Saunders
Chief Engineer.....William Ferruzzi

WNAC

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By...Yankee Net. Div., General Teleradio, Inc.
Bus.-Studio Address.....21 Brookline Ave.
Phone Number.....Commonwealth 6-0800
News Service.....Reuters, INS, UP
Representative .....H-R Reps.
President .....Tom O'Neil
Exec. V.P., Gen. Mgr.....Linus Travers
Vice President.....George Steffy
Commercial Manager.....Tom Bateson
Sales Prom. Mgr.....George Nallberg
Program Director.....Dave Cox
Publicity Director.....Phyllis Doherty
Chief Engineer.....I. B. Robinson

WORL

BOSTON—1950

Frequency: 950 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Pilgrim Bcstg. Co.
Address.....92 State St.
Phone Number.....Lafayette 3-4000
Air Time .....Sunrise-Sunset
News Service .....AP
Representative .....Bolling Co.
President.....Joseph A. Dunn
Gen., Sta., Comm. Mgr.....Arthur E. Haley
Program Director.....Norm Prescott
Publicity Director.....Polly Haddad
Chief Engineer.....John Parker

WVOM

BOSTON-BROOKLINE—1948

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Boston Bcstg. Corp.
Address.....1 Harvard Street
Phone Number .....Beacon 2-5650
Air Time.....Full Time
Representative .....McGillvra
News Service .....UP
General Manager.....Benjamin Bartzoff
Commercial Manager.....Ken Strong
Chief Engineer.....Jerome Bartzoff

WBET

BROCKTON—1946

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Enterprise Publishing Co.
Business-Studio Address.....60 Main St.
Phone Number .....Brockton 7062
News Service .....AP
Representative .....Bannan, Colton
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Charles A. Fuller
Commercial Mgr.....Earle G. Clement
Program Director.....Kenneth A. Wheeler
Technical Dir.....Mark L. MacAdam

WTAO

CAMBRIDGE—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Corp.
Address.....439 Concord Ave.
Phone Number.....Eliot 4-0500
Air Time.....Day Time
News Service .....AP
Representative .....Indie Sales
President.....Frank J. Lyman, Jr.
General Manager.....F. C. Bailey
Program Dir.....Edward Penney
Chief Engineer.....Norman J. Graham

WACE

CHICOPEE-SPRINGFIELD—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Regional Bcstg. Co.
Business Address.....Hotel Bridgeway
Phone Number.....Springfield 6-1323.
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....Indie Sales
Membership .....NARTB, BAB
President .....David Hayes
Sta., Comm., Gen. Mgr. ....Ralph J. Robinson
Program Dir.....Charles J. O'Malley
Chief Engineer.....H. R. Glinka

WALE

FALL RIVER—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Narragansett Bcstg. Co.
Address.....374 Central St.
Phone Number 4-1400
News Service .....UP
Representative .....Walker, Kettell-Carter
Pres., Gen. Mgr.....George L. Sisson, Jr.
Chief Engineer.....Roland Berube

WSAR

FALL RIVER—1921—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Fall River Bcstg. Co., Inc.
Business-Studio Address.....Academy Bldg.
Phone Number 7-9477
Newspaper Affilitaion.....Herald News, Inc.
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus

Representative..Headley-Reed, Bertha Bannan
Membership .....NARTB
President.....Frank W. Miller
Treas.-, Gen. Mgr. .....Melvin Lahr
Commercial Manager .....Neil Sullivan
Publicity Director .....John Crowley
Program Dir.....Angus Bailey
Chief Engineer.....John Pavao

WEIM

FITCHBURG—1941—MBS-YANKEE

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....WEIM, Fitchburg, Inc.
Business-Studio Address.....717 Main St.
Phone Number 3-3766
Air Time .....Unimited
News Service .....AP
Representative .....Walker
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr....Henry G. Molina, Jr.
Commercial Mgr.....James W. Chalmers
Program Dir.....David Rodman
Chief Engineer.....Ted Kalin

WFGM

FITCHBURG—1950

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wachusett Bcstg. Co.
Address.....455 Main St.
Phone Number 3-4897
Representative .....Devney, Bannan
News Service .....INS
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Ansel E. Gridley
Program Director.....Tal Hood
Chief Engineer.....Donald L. Coleman

WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WKOX, Inc.
Bus.-Studio Address.....Mt. Wayte Ave.
Phone Number.....Framingham 7409
News Service .....UP
Transcription Service .....World
Representative .....Kettell-Carter
General Manager.....Richard E. Adams
Commercial Manager.....Lewis F. Sargent
Program Director.....William B. Sherman
Chief Engineer .....Francis Bartol

WHOB

GARDNER—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Gardner Bcstg. Corp.
Business Number.....Green St., Gardner
Phone Number 1490
Air Time.....Full Time
News Service .....AP
Representative .....Borgatti, Inc.
President.....W. J. Barkley
General Manager.....Wm. Rust
Station Manager.....Al Maffie
Chief Engineer.....Melvin Miller

WHAI

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Business-Studio Address.....354 Main St.
Phone Number 4301-2
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....Bertha Bannan, Walker
Membership .....NARTB
President.....John W. Haigis, Sr.
Gen., Sta. Mgr.....John W. Haigis, Jr.
Commercial Manager.....H. W. Nichols
Sales Prom. Mgr., Pub. Dir.....Thomas J. Kelly
Program Director.....Ira I. Hewey
Chief Engineer.....Leland F. Wheeler

WHAV

HAVERHILL—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Haverhill Gazette Co.
Business-Studio Address.....30 How St.
Phone Number 4-4733
Air Time.....Full Time
Newspaper Affiliation...Haverhill Gazette Co.
News Service .....UP
Representative .....Kettell-Carter
Membership .....BAB
Pres., Gen. Mgr.....John T. Russ
Station Manager.....Robert L. Kimel
Commercial Mgr.....John J. Kirby
Program Director.....Kenneth Ash
Chief Engineer.....David Cate

WHYN

HOLYOKE—1941—MBS-YANKEE

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By...Hampden—Hamshire Corp.
Address .....180 High St.
Phone Number.....Holyoke 8238
Newspaper Affiliation....Transcript-Telegram
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Branham
Membership .....NARTB, BAB
Sta., Gen. Mgr.....Charles N. DeRose
Commercial Manager ....Patrick J. Montague
Chief Engineer.....Alexander Paley

WREB

HOLYOKE—1950—KBS

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Valley Bcstg. Corp.
Address.....323 High St.
Phone Number 2-3296

Transcription Service.....Associated, SESAC
News Service .....AP
Membership .....BAB
President .....Sigward Holmes
Gen., Sta., Comm. Mgr.....John J. Broderick
Pgm. Dir., Prom. Mgr.....Gerald Loughman
Publicity Director.....Larry Therrien
Chief Engineer.....Arthur P. Beaton

WCCM

LAWRENCE—1947

Frequency: 800 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Lawrence Bdcstg. Co.
Address.....278 Essex Street
Phone Number.....Lawrence 3-7171-2
Air Time .....Sunrise-Sunset
News Service .....AP
Representative.....Bannan, Indie Sales
Pres., Gen., Sta. Mgr.....Geo. H. Jaspert
Comm., Sales Prom. Mgr...Daniel Ruggles, III
Prog. Dir.....Ernest La Branche
Chief Engineer.....John David Bodel

WLAW

LAWRENCE—1937—ABC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Hildreth & Rogers Co.
Business-Studio Address.....Essex St.
Phone Number.....Lawrence 4171
Newspaper Affiliation .....Eagle-Tribune
Air Time .....6 a.m.-12:05 a.m.
News Service.....UP, INS
Transcription Service .....Thesaurus
Representative.....O. L. Taylor Co.
Membership .....NARTB
President.....Irving E. Rogers
Gen., Sta. Mgr.....Lambert B. Beeuwkes
Commercial Manager.....Nona Kirby
Program Dir.....Frederick P. Laffey
Sales Prom. Mgr.....Kerby Cushing
Publicity Director.....Fred A. Sullivan
Chief Engineer.....George A. Hinckley

WCAP

LOWELL—1951

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Northeast Radio Inc.
Address.....243 Central St.
Phone Number 4-0404
News Service .....UP
President .....Israel Cohen
Gen., Sta. Mgr.....William J. Warren
Program Director.....Ugo San Antonio
Chief Engineer.....Theodore Cohen

WLLH

LOWELL-LAWRENCE—1934
MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Merrimac Bdcstg. Co.
Phone Number .....8715, Lawrence 2-2146
Air Time.....6:00 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Associated
President .....Gerald Harrison
V. P. .....Carl S. Wheeler
Sta. Mgr. .....Dana W. Fitzgerald
Program Director.....Tom Clayton
Commercial Manager .....Haskell Bloomberg
Chief Engineer .....Anthony G. Michaels

WLYN

LYNN—1947

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Puritan Bcst. Service, Inc.
Business-Studio Address.....7 Willow St.
Phone Number.....LY. 5-6200
Air Time.....6:00 a.m.-Sunset
News Service .....UP
Pres., Gen. Mgr.....Theodore Feinstein
Sta., Comm. Mgr., Prog. Dir.....Hank Forbes
Chief Engineer.....Russell Bassett

WHIL

MEDFORD—1952

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Conant Bcstg. Co.
Address.....99 Revere Beach Pkwy.
Phone Number.....Mystic 8-2250
News Service .....UP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....Sherwood J. Tarlow
Commercial Mgr.....Joseph Kruger
Program Director.....Dave Maynard
Chief Engineer.....Sal Fulchino

WBSM

NEW BEDFORD—1949

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....Bay State Bcstg. Co.
Address .....Pope's Island
Phone Number 3-1767
Representative .....The Bolling Co.
Membership .....NARTB
News Service .....UP
President.....Joseph P. Duchaine
General Manager.....Otto F. A. Arnold
Commercial Manager.....Richard C. Evans
Program Director.....Chris Clark
Chief Engineer.....Brownell Brightman

WNBH

NEW BEDFORD—1921—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Anthony & Sons, Inc.
Business-Studio Address.....432 County Sts.
Phone Number 8-5228
Air Time..... Full Time
News Service .....AP
Newspaper affiliation.....Standard-Times
Representative....Walker Co., Bertha Bannan

Station Manager .....J Thomas Mathers
Commercial Manager.....Arnold Briden
Program Director.....James Gleason
Chief Engineer.....David Dodd

WMNB

NORTH ADAMS—1947

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Oper. By..Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address...466 Curran
Phone Number 1230
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB
Pres., Gen. Mgr.....J. Gordon Keyworth
Program Manager.....Larry Truesdale
Chief Engineer.....J. Gordon Keyworth

WNAW

NORTH ADAMS—1949

Frequency: 860 Kc. .....Power: 250 Watts d.
Owned-Operated By.....Cecil F. Clifton
Address .....20 State Street
Phone Number 860
News Service .....UP
Transcription Service.....Associated, Cole
Owner.....Mrs. Cecil F. Clifton
Program Director.....Carman S. Tubby
Chief Engineer.....Calvin Curtis

WHMP

NORTHAMPTON—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Pioneer Valley Bcstg. Co.
Address.....78 Main St.
Air Time.....Full Time
News Service .....AP
Representative .....Louis Borgatti
President.....John H. Williams
Gen., Sta., Comm.,
Prom. Mgr.....Alexander W. Milne
Program Director.....Joseph T. Fennessey
Chief Engineer.....Harold Schumacher

WBEC

PITTSFIELD—1947—ABC-UBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Western Mass. Bcstg. Co.
Business-Studio Address.....30 Eagle St.
Phone Number 8292
Air Time.....Full Time
News Service .....AP
Transcription Service .....Capitol
Representative .....Everett-McKinney, Kettell-Carter
Newspaper Affil....Berkshire Evening Eagle
Membership .....NARTB
President.....L. K. Miller
Gen., Sta., Comm.,
Prom. Mgr.....W. Wendell Budrow
Pgm., Publ., Dir.....Robert Henabery
Chief Engineer.....Walton Ayer

WBRK

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Greylock Bcstg. Co.
Business-Studio Address.....8 Bank Row
Phone Number 2-1553
Air Time .....Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....Walker, Morgatti
Membership .....NARTB, BAB
President .....Leon Podolsky
Sta., Gen. Mgr. .....John T. Parsons
Commercial Manager....Norman T. Simpson
Sales Promotion Manager...Robert H. Burbank
Pub., Pgm. Dir.....Richard Bolender
Chief Engineer.....Leonard Lavendol

WJDA

QUINCY—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By...South Shore Bcstg. Co., Inc.
Business-Studio Address.....Box 373
Phone Number.....Mayflower 9-1300
News Service .....AP
Transcription Service .....World
Pres., Gen., Sta., Comm., Prom. Mgr.,
Chf. Engr.....James D. Asher
Program Director.....Charles Glass

WESX

SALEM—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....North Shore Bcstg. Co.
Business-Studio Address.....Salem
Phone Number 5670
Transcription Service .....World
President.....Joseph H. Tobin
Gen.. Sta. Mgr.....William C. Asher
Comm., Sales Prom. Mgr.....Tom Lester
Prog., Pub. Dir.....Duane Hatch
Chief Engineer.....Philip Campbell

WBZA-WBZ

(Synchronous Operation)

SPRINGFIELD-BOSTON—1921

NBC-NERN

(See Boston Listing)

WJKO

SPRINGFIELD—1948

Frequency: 1600 Kc. ....5 KW d.
Owned-Oper. By .....Springfield Bdcstg. Co.
Address .....137 State St.
Phone Number 2-7487
Air Time ..... Day Time
News Service .....UP
Representative .....Gill-Keefe & Perna
President ..... Gerson Askinas
Gen. Mgr., Pgm. Dir.....C. M. Manitsas
Sales Manager .....E. G. Hewinson, Sr.

WMAS

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Business-Studio Address.....101 West St.
Phone Number.....Springfield 7-1414
News Service .....UP
Transcription Service .....Associated
Representative .....Edward Petry
Membership .....NARTB
President .....Gerald Harrison
Station Manager.....Robert Donahue
Commercial Manager.....Robert Feldman
Sales Prom. Mgr.....Paul Peltier
Chief Engineer.....John Michnovez

WSPR

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....WSPR, Inc.
Business Address.....63 Chestnut St.
Phone Number 6-2757
Air Time.....Full Time
News Service .....AP
Representative .....George P. Hollingbery
Membership .....NARTB
Pres., Gen. Mgr.....Alan C. Tindal
Commercial Manager.....J. H. Ferguson, Jr.
Sales Prom. Mgr., Pub. Dir...Howard S. Keefe
Program Director .....Wayne H. Latham
Chief Engineer.....George Townsend

WTXL

SPRINGFIELD—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Telecolor Corp.
Phone Number 9-4768
Air Time.....6:40 a.m.-12 M.
News Service .....INS
Transcription Service .....World
Representative .....Walker
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....L. A. Reilly
Commercial Manager ....Holland D. Cameron
Oper.. Mgr., Chief Engr.....J. L. Spates

WPEP

TAUNTON—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Silver City Bcstg. Co.
Address..... 74 Broadway
Phone Number 4-7528
Air Time .....Day Time
Transcription Service .....Lang-Worth
News Service .....UP
President.....J. Marshall McGregor
General Manager.....James Milton Hammond
Sta. Mgr., Prog. Dir.....Joseph G. Quill
Commercial Manager.....Edwin Stawniak
Chief Engineer..... Lawrence Prado

WCRB

WALTHAM—1948

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Charles River Bcstg. Co.
Business-Studio Address.....834 Main St.
Phone Number.....We 5-7080
Air Time .....Daytime
News Service .....UP
Representative .....Bannan
President, Gen. Mgr.....Theodore Jones
Program Director.....David B. Tucker
Chief Engineer.....J. H. Bonney

WARE

WARE—1948

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Central Bdcstg. Co.
Business-Studio Address.....Ware
Phone Number 1250
Air Time .....Daytime
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....Borgatti, Radio Reps.
Gen., Sta. Mgr.....T. M. Colton
Commercial Mgr.....Howard L. Chase
Chief Engineer.....Joseph Bigda

WOCB

WEST YARMOUTH—1940
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Anthony & Sons
Phone Number.....Hyannis 502
Address.....South Sea Avenue
Air Time .....7 a.m.-11:30 p.m.
Representative.....Walker, Bertha Bannan
President .....Basil Brewer
General Manager.....Dan B. Gaylord
Station Manager.....Paul Stiles
Program Director.....Joyce Johnson
Chief Engineer.....Frank L. Lynch

The busiest stations in America's automotive center

Today there are 1½-million radio homes and ½-million auto radios in the Detroit market. Best way to reach them, day and night, is through WWJ. For 32 years, it's the station Detroiters have looked to for the best in programs, and advertisers for the best in results. *At lowest cost, too!* WWJ costs less than the average cost-per-thousand for radio time in Detroit . . . *14.5% less according to Pulse ratings!* To get your share of the 4-billion dollars retail business done in Detroit, employ Detroit's first radio station . . . WWJ.

Shortest distance between your visual sales message and the 800,000 TV sets in Detroit is through WWJ-TV, first TV station in Michigan. *Proof?* Whenever Detroit's 3 TV stations telecast the same event . . . conventions, elections, speeches, sports . . . ratings give WWJ-TV a greater audience than both other stations combined! *More proof?* Throughout the year, WWJ-TV carries most of the top-rated weekly shows! *Still more proof?* WWJ-TV is the busiest station in television. Besides its 10 hours of NBC network shows, WWJ-TV often exceeds 19 live shows in 7 hours of local programming daily in its new building, containing the largest and finest facilities in America!

WWJ . . . AM . . . FM . . . TV

BASIC NBC Affiliate — AM—950 KC 5000 WATTS — FM—97.1 MC — CHANNEL 4

THE WORLD'S FIRST RADIO STATION . Owned and Operated by THE DETROIT NEWS . . . National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WAAB
WORCESTER—1931—ABC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned by .....WAAB, Inc.
Business-Studio Address ....34 Mechanic St.
Phone Number 2-5611
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative.....Everett-McKinney, Bannan
Membership .....NARTB
President .....George F. Wilson
Commercial Mgr.....George J. Kapel
Program Dir. .....Don Stevens
Chief Engineer.....Felix Bonvoulair

WNEB
WORCESTER—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....New England Bcstg. Co.
Address.....405 Main St.
Phone Number 6-4672
Air Time .....6 a.m.-12 M.
News Service .....UP
Representative .....Bolling
President.....Paul C. Lytle
Gen. Mgr.....John J. Hurley
Commercial Mgr.....Edward T. McCann, Jr.
Chief Engineer.....Vernon P. Wilson

WORC
WORCESTER—1927—MBS-YANKEE

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Worcester
Business-Studio Address.....4 Walnut St.
Phone Number 5-3101
Air Time.....7 a.m.-M.
News Service .....AP
Representative .....Headley-Reed
President.....C. George Taylor
Gen., Sta., Mgr.....Kenneth M. Cooper
Comm. Mgr.....Thomas M. Donlin
Chief Engineer.....Carroll Philbrook

WTAG
WORCESTER—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAG, Inc.
Business-Studio Address.....18 Franklin St.
Phone Number 5-4321
Air Time .....6 a.m.-12:05 a.m.
Newspaper A¾iliation.....Telegram & Evening Gazette
News Service .....AP
Transcription Service.....World, Associated
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
Vice-Pres., Gen. Mgr.....Robert W. Booth
Station Manager .....Herbert L. Krueger
Commercial Manager.....Robert J. Brown
Sales Promotion Manager.Bernard J. La Plante
Prod., Pgm. Dir.....A. J. Brissette
Publicity Director.....A. C. Fuller
Chief Engineer.....E. A. Browning

MICHIGAN

Pop. April 1, 1953 (Est.) 1,669,000—Total Housing Units 1,990,000
Families April 1, 1953 (Est.) 1,834,000—Stations in State 68

WABJ
ADRIAN—1946

Frequency: 1500 Kc. ....Power: 250 Watts d.
Owned-Oper. By .....James Gerity, Jr.
Address .....Treat Rd.
Phone Number 9000
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service.....Capitol
Membership .....NARTB, BAB
Owner .....James Gerity, Jr.
General Manager .....O. Wm. Myers
Commercial Manager.....David L. Norton
News, Pgm. Dir. .....Larry Payne
Chief Engineer .....Elwood Brown

WALM
ALBION—1952

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Calhoun Bcstg. Co.
Address .....Hawes Bldg.
Phone Number 6120
President.....J. C. Bedient
General Manager.....M. H. Wirth
Program Director.....Lewis Shroyer
Chief Engineer.....Clare Brown

WFYC
ALMA—1948

Frequency: 1280 Kc....Power: 1000 Watts d.,
Owned-Oper. By .....WFYC, Inc.
Address .....408½ Gratiot Ave.
Phone Number 95
News Service.....UP
Trans. Service .....Lang-Worth, World
President.....L. R. Kamperman
V.P., Gen. Mgr.....Robert W. Cessna
Chief Engineer.....Harold Frisbee

WATZ

ALPENA—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address .....Alpena
Phone Number 1049
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Representative .....Hal Holman
President .....Les Biederman
General Manager.....Drew McClay
Chief Engineer.....William Kiker

WHRV

ANN ARBOR—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Huron Valley Bcstrs., Inc.
Business Address.....4230 Packard Rd.
Phone Number 2-4573
News Service .....AP
Transcription Service .....World
Representative .....Walker
Membership .....NARTB, BAB
President.....J. F. Hopkins
General Manager.....Steve Filipiak
Com. Mgr.....James H. Hopkins
Chief Engineer.....James Allen

WPAG

ANN ARBOR—1945

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Operated By...Washtenaw Bcstg. Co.
Bus.-Studio Address....3rd Floor, Hutzel Bldg.
Phone Number 2-5517
News Service .....AP
Transcription Service .....Standard
Representative .....McGillvra
Membership .....NARTB
President.....Arthur E. Greene
Gen. Sta. Manager.....Edward F. Baughn
Commercial Manager.....Kenneth MacDonald
Program Director.....Roger A. Shepard
Chief Engineer.....D. N. Bowdish

WLEW

BAD AXE—1950

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Operated By....Port Huron Bdcstg. Co.
Address.....932 Military St., Port Huron
Phone Number 2-8536
Representative .....Gill-Keefe-Penna
Transcription Service .....Standard
News Service .....UP
Membership .....NARTB
Gen. Mgr.....John Wismer
Sta., Com. Mgr.....Jim Muehlenbeck
Prog. Dir.....Dick Estell
Chief Engineer.....Don Clotier

WBCK

BATTLE CREEK—1948—MBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Michigan Bcstg. Co.
Address.....402 Security Natl. Bank Bldg.
Phone Number 3-5555
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative ..... Burn-Smith
P es., General Manager.....Robert H. Holmes
Commercial Manager .....F. K. Doyle
Program Director.....E. F. Cahill
Chief Engineer.....Robert Willbur

WELL

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Federated Publications, Inc.
Bus.-Studio-Transmitter Address.....Michigan National Bank Bldg.
Phone Number 7173
Air Time .....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Membership .....NARTB, BAB

WELL
BATTLE CREEK

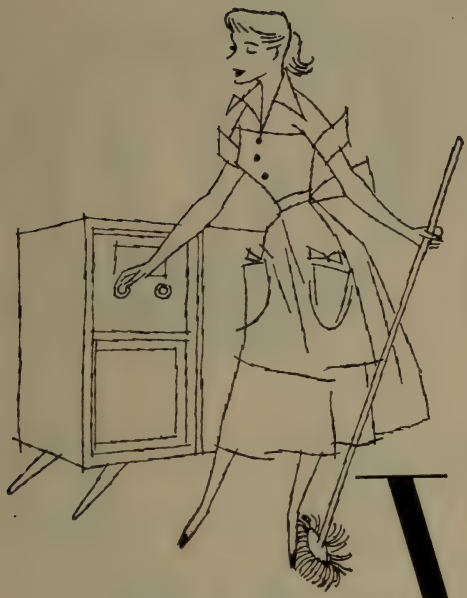
Battle Creek's top-rated station

and the best buy because . . .

- *26 years of making friends—and sales*
- *Covers retail trading area of 198,299*
- *Affiliated with American Bcstg. Company*

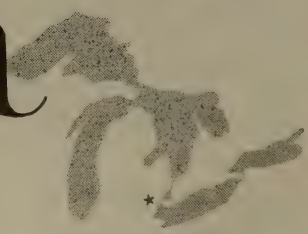
Represented nationally by
JOS. HERSHEY McGILLVRA

250W • 1400 WELL



WJR

the **GREAT VOICE** *of the* **GREAT LAKES**



General Manager.....Dan E. Jayne
Commercial Manager.....E. P. Mills, Jr.
Program Director.....Forrest F. Owen
Chief Engineer.....Earl J. Stone

WBCM

BAY CITY—1928—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Bay Bcstg. Co., Inc.
Business-Studio Address.....Wenonah Hotel
Phone Number 7551-2
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....BAB
President.....Harley D. Peet
Gen.-Station-Comm. Mgr.....Hugh A Giesel
Program Director.....Charles E. Anthony
Chief Engineer.....Ralph H. Carpenter

WGRO

BAY CITY—1949—KBS

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Griner-Dillon Bcstg. Co.
Phone Number 3-1260
Air Time .....Daytime
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Sears & Ayer
Membership .....BAB
President.....James Gerity, Jr.
Vice-Pres.....O. William Myers
Station Manager.....Harley West
Program Director.....Phil Sanford
Chief Engineer.....Edward Dillon

WHFB

BENTON HARBOR—1947

Frequency: 1060 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Palladium Publ. Co.
Address .....Fairplain Ave.
Phone Number 5-2113
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service.....RCA, World
Representative .....Hal Holman
Membership .....NARTB, BAB
President .....Stanley R. Banyon
Vice-Pres.....W. J. Banyon
Gen., Sta. Mgr. .....J. P. Scherer
Commercial Manager .....Ted Vernasco
Sales Prom. Mgr.....Dwight Edmunds
Program Director .....John Pershing Chase
Chief Engineer .....Munson Robinson

WATT

CADILLAC—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Midwestern Bcstg. Co.
Business-Studio Address.P.O. Box 219, Cadillac
Phone Number 1270
News Service .....AP
Transcription Service.....SESAC, KBS
Representative .....Hal Holman
Pres., Gen. Mgr.....Les Biederman
Station Manager.....Art Nyhus
Commercial Manager.....M. L. Chandler
Chief Engineer.....Bill Kikel

WTVB

COLDWATER—1949

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By ...Twin Valley Bdcstrs, Inc.
Address .....Box 32
Phone Number 1230
Air Time.....Full Time
News Service .....AP
Trans. Service.....World, Associated, Cole
Representative ..... McGillvra
Membership .....BAB
President .....George Hosek
Gen., Stat. Mgr., Chief Eng..E. Harold Munn, Jr.
Program Director.....James C. Macklem

WKMH

DEARBORN—1946

Frequency: 1310 Kc.....Power 5000 Watts d., 1000 n.
Owned-Operated By.....WKMH, Inc.
Address.....15001 Michigan Ave.
Phone Number.....Tiffany 6-8500
Transmitter .....Willow Run Express Hway.
News Service.....INS, UP
Transcription Service .....Lang-Worth
Representative ..... Headley-Reed
Membership .....NARTB, BAB
Pres., Sta., Gen. Mgr. .....Fred A. Knorr
Comm., Prom. Mgr. .....George M. Miller
Program Director.....Verna Borsodi
Production Director.....Clare Linn
Chief Engineer.....Jerrold Martin

CKLW

DETROIT-WINDSOR—1932
MBS-CBC

Frequency: 800 Kc.....Power: 50,000 Watts
Owned-Oper. By..Western Ontario Bcstg. Co., Ltd., Essex Bcstrs., Inc.
Business Address..3300 Guardian Bldg., Det.
Phone Number.....Woodward 1-7200
Air Time.....24 Hrs.
News Service .....INS, UP
Transcription Service.....World, Thesaurus
Representative.....All Canada Facilities, Adam J. Young, Jr.
Membership .....NARTB
President, General Mgr.....J. E. Campeau
Sta. Mgr., Chief Engr.....W. J. Carter
Commercial Manager.....E. Wilson Wardell
Sales Prom. Mgr.....S. C. Ritchie
Publicity Director.....Art Gloster

MUTUAL

CKLW

LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA

COMPARE the Coverage with the Cost and you'll discover why this greater "dollar distance" buy is ringing more cash registers than ever before for advertisers.

CKLW covers a 17,000,000 population area in five important states!

50,000 WATTS 800 KC.

Adam J. Young Jr., Inc.
National Representative

Guardian Building Detroit 26, Mich.

J. E. Campeau, Pres.

WJBK

DETROIT—1926

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Storer Bcstg. Co.
Business-Studio Address.....500 Temple Ave.
Phone Number.....TEmple 3-7900
Air Time .....24 Hours
News Service .....INS
Representative .....Katz Agency
Membership .....NARTB, BAB
President.....George B. Storer
Vice-Pres., Managing Dir.....Gayle V. Grubb
Commercial Manager.....Harry Lipson
Sales Promotion Manager.....Peter Storer
Program Director.....Richard Fischer
Publicity Director.....Beverly Holden
Chief Engineer .....Paul O. Frincke

WJLB

DETROIT—1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By ...Booth Radio & TV Stas.
Business Address.....Buhl Bldg.
Phone Number .....WOodward 5-2000
News Service .....AP
Membership .....BAB
Representative .....Forjoe
Pres., Gen. Mgr. .....John L. Booth
Station Manager.....Eric V. Hay
Sales Prom. Mgr.....Edwin E. Nyy
Chief Engineer.....Edward H. Clark

WJR

DETROIT—1927—CBS

Frequency: 760 Kc.....Power: 50,000 Watts
Owned-Oper. By. WJR, The Goodwill Sta., Inc.
Address .....Fisher Bldg.
Phone Number .....Trinity 5-4440
Air Time .....24 Hours
News Service .....AP, INS, UP
Trans. Service.....Thesaurus, World
Membership .....NARTB, BAB
President .....John F. Patt
V.P., & Gen. Mgr. .....Worth Kramer
Sec'y-Treas.....William G. Siebert
Advt. & Pub. Rel. Dir.....James Quello
Sales Manager.....Elmer O. Wayne
Program Director .....Franklin Mitchell
Production Director .....Norman White
V.P. in charge of News.....George Cushing
V.P. in chge of Engr. .....George Leydorf

(*See Pages* 264, 465)

WWJ

DETROIT—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By ....The Evening News Assn.
Address .....615 W. Lafayette
Phone Number .....WOodward 2-2000
Newspaper Affiliation....."Detroit News"
Air Time .....24 Hours
News Service .....AP, UP
Trans. Serv. .....Lang-Worth & Thesaurus
Representative ...George P. Hollingberry Co.
Membership .....NARTB
General Manager.....Edwin K. Wheeler
Station Manager .....Don DeGroot
General Program Mgr. .....M. C. Wissman
General Engr. Mgr. .....E. J. Love
Public Affairs Manager .....James Eberle
Pgm. & Prod. Mgr.....Charles Penman
Chief Engineer.....Carl Wesser
Promotion Manager.....Jack Albert

(*See Page* 462)

WXYZ

DETROIT—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....WVYZ, Inc.
Business Address.....1700 Mutual Bldg.
Phone Number .....WOodward 3-8321
Air Time .....6:30 a.m.-1 a.m.
News Service.....AP, INS
Representative .....John Blair
President.....James G. Riddell
Commercial Manager.....Harold Christian
Sales Prom. Mgr.....William Morgan
Chief Engineer .....Charles Kocher

WDBC

ESCANABA—1941—MBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Operated By.....Delta Bcstg. Co.
Business-Studio Address.....P. O. Box 419
Phone Number 3190-1
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Walker
Gen., Comm. Mgr.....George D. Lindenthal
Sta., Mgr., Pgm. Dir.....Robert Wagner
Production Director.....John Hagerman
Chief Engineer.....Jack W. Foster

WBBC

FLINT—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By..Booth Radio & TV Stations.
Bus.-Studio Address.....3076 E. Bristol Rd.
Phone Number.....Detroit, Woodward 2-0220;
Flint, 9-8686
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....BAB
President.....John Lord Booth
General Manager.....W. Gerald Schroeder
Chief Engineer.....G. Elwood Ryan

WCLC

FLINT—1952

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Adelaide L. Carrell
Address.....1623 Utica Ave.
Phone Number 43381
News Service .....AP
Transcription Service .....World
Man. Dir., Comm. Mgr.....Adelaide L. Carrell

WFDF

FLINT—1922—ABC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....The Trebit Corp.
Address.....Garland at First Ave.
Phone Number 2-7158
Air Time.....Full Time
News Service .....AP
Transcription Service.....Standard, Thesaurus
Representative .....Katz
Membership .....NARTB, BAB
President.....Harry M. Bitner, Sr.
Gen., Sta. Mgr.....Lester W. Lindow
Sales Prom. Mgr.....Marvin Levey
Program Director.....Elmer A. Knopf
Publicity Director.....Donald Wyant
Chief Engineer.....Gerald Wolpert

WMRP

FLINT—1946—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Methodist Radio Parish, Inc.
Address.....3217 Lapeer St.
Phone Number 3-5112
Air Time .....Daytime
News Service .....UP
Transcription Service.....Standard
Representative ..... Best
President .....Victor Longfield
Gen., Sta. Mgr.....William H. Morford
Commercial Manager.....Richard Carter
Chief Engineer.....Homer Blumerich

WTAC

FLINT—1946—NBC

Frequency: 600 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Trendle-Campbell Bcstg. Corp.
Business-Studio Address....740 S. Saginaw St.
Phone Number.....Flint 2-1136
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
President.....George W. Trendle
General Mgr.....H. Allen Campbell
Sta., Comm. Mgr.....J. R. McKinley
P-ogram Dir.....Laurence Arnold
Chief Engineer.....Frank Folsom

WATC

GAYLORD—1950—BUNYAN

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Midwestern Bcstg. Co.
Address....Paul Bunyan Bldg., Traverse City
Phone Number.....Traverse City 2700
Representative .....Holman
Transcription Service .....Standard
News Service .....AP
President .....Les Biederman
General Manager.....Mitch Gordon
Commercial Manager.....Gerald Crittenden
Program Director.....Ken Haven
Chief Engineer.....William Kiker

WGHN

GRAND HAVEN—1951

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Grand Haven Bcstg. Co.
Address .....Grand Haven

WFUR

GRAND RAPIDS—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Furniture City Bcstg. Corp.
Address.....430 Federal Square Bldg.
Phone Number.....Gl. 6-9541
Trans. Loca.....501 Garfield Ave., N.W.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Associated
Representative .....Hil F. Best
Pres., Gen., Sta. Mgr. .....William Kuiper
Commercial Manager.....H. J. Swierenga
Program Director .....Henry Bosch
Chief Engineer.....Jack Timmer

WGRD

GRAND RAPIDS—1947

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Music Bcstg. Co.
Business-Studio Add...35 Lafayette Ave., N.E.
Phone Number 9-4111
Air Time.....6 a.m.-local sunset
News Service .....AP
Representative .....Gill-Keefe-Perna
Pres., Gen., Sta. Mgr.....Paul F. Eichhorn
Program Director.....John Speer
Publicity Dir.....Frederick Stove-
Chief Engineer.....Richard Groenevelt

WJEF

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Fetzer Bdcstg. Co.
Address .....Pantlind Hotel
Phone Number .....Glendale 6-8512
Air Time.....6:30 a.m.-12:05 M.
News Service .....AP

Transcription Service .....Thesaurus
Representative .....Avery-Knodel, Inc.
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....John E. Fetzer
Pub. Dir., Sta. Mgr. .....Martin Giaimo
Station Manager.....Martin Giaimo
Dir. of Public Affairs ....Dr. Willis F. Dunbar
Chief Engineer .....Carl E. Lee

WLAV

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Versluis Radio & Television, Inc.
Address.....6 Fountain St., N.E.
Phone Number.....GLendale 6-5461
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Standard
Representative.....John E. Pearson
Membership ..... BAB
President.....Leonard A. Versluis
Vice-Pres. & Gen. Mgr.....Hy M. Steed
Program Director .....Bob Kirby
Chief Engineer.....Lee Stevens

WOOD

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By ....Grandwood Bdcstg. Co.
Address ..1408 Grand Rapids Natl. Bank Bldg.
Phone Number 9-4125
Air Time .....5:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Katz Agency
Membership .....NARTB, BAB
President .....H. M. Bitner, Sr.
Gen., Sta., Comm. Mgr.....Willard Schroeder
Program Director .....Frank Sisson
Publicity Director.....David Hoyle
Chief Engineer.....Louis Bergenroth

WHTC

HOLLAND—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Holland Bcstg. Co.
Business-Studio Address.....5 E. Eighth St.
Phone Number 9482
Air Time.....Full Time
News Service .....AP
Transc. Serv....World, Lang-Worth, Thesaurus
Representative .....Best
Membership .....NARTB
President .....W. A. Butler
Comm., Gen., Sta. Mgr.....Sandy Meek
Program Director.....Larry Collins
Publicity Director.....William Young
Chief Engineer.....John Klungle

WHDF

HOUGHTON—1929—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Upper Michigan Bcstg. Co.
Address .....Douglass Hotel
Phone Number.....Houghton 1
Air Time.....7 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Walker
Membership .....NARTB
Chief Owner.....G. L. Burgan
General Manager.....Albert W. Payne
Program Director.....Earl Norden
Chieff Engineer.....George L. Burgan

WMIQ

IRON MOUNTAIN—1947 ABC-NORTHERN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Iron Mountain-Kingsford Bcstg. Co.
Business-Studio Address..211 E. Ludington St.
Phone Number 2031
News Service .....UP
Transcription Service .....Thesaurus
President.....Frank J. Russell
General Manager.....Russell J. Staffeld
Commercial Manager.....William C. Johnson
Chief Engineer.....Paul F. Anick

WIKB

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....WIKB, Inc.
Operated By.....Upper Mich.-Wisc. Bcstg. Co.
Phone Number 102-3
Air Time.....6:55 a.m.?1:55 p.m.
Transcription Service .....Thesaurus
Representative .....Walker
President.....H. H. Frailing
General Manager.....James F. Kauper
Prod., Pgm. Dir. .....Bob Serenson
Chief Engineer.....Eugene Kaari

WJMS

IRONWOOD—1931—MBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By..Upper Michigan-Wisconsin Bcstg. Co., Inc.
Business-Studio Address..124 E. McLeod Ave.
Phone Number 20
Air Time .....7 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Walker
President.....William L. Johnson
Station Manager.....Donald R. Hoover
Program Director.....Laura Johnson
Chief Engineer.....Arne Dahlbacka

WJPD

ISHPEMING—1947—PBN-GOEBEL KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Phone Number 1892
Air Time.....7 a.m.-11:00 p.m.
News Service .....AP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....J. P. Deegan
Publicity Director.....Carl B. Tupala
Program Director .....Paul C. Crowley
Chief Engineer.....Bernard R. Maloney

WIBM

JACKSON—1927—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WIBM, Inc.
Address.....2511 Kibby Road
Phone Number 6121
Air Time.....6:30 a.m.-M.
News Service .....AP
Representative .....Forjoe
Transcription Service..Thesaurus, Lang-Worth
President .....Roy Radner
Station Manager.....William Cizek
Prog. Dir., Chief Announcer..Jack Underwood
Chief Engineer.....Charles Wirtanen

WKHM

JACKSON—1951—MBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By...Jackson Bcstng. & Tele. Corp.
Address .....441 Wildwood
Phone 4-7181
Air Time .....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Headley-Reed
Pres., Gen. Mgr.....Fred A. Knorr
Managing Director.....Walter Patterson
Sales Prom. Mgr.....Marcus Sharpe
Program Director.....Robert Thaw
Chief Engineer.....Paul Wright

WGFG

KALAMAZOO—1947—ABC-NBC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station WGFG
Business-Studio Address...State Theatre Bldg.
Phone Number 4-0111
News Service .....UP
Representative .....H-R Reps., Inc.
Gen., Comm. Manager.....Howard D. Steere
Sta. Mgr., Prog. Dir.....Emil J. Popke, Jr.
Chief Engineer.....Carl Stephens

WKZO

KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....124 W. Michigan Ave.
Phone Number 3-1223
Air Time ..... 6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President, Gen. Mgr.....John E. Fetzer
Sales Service Director.....John W. O'Harrow
Program Director.....Harry E. Travis
Director Public Affairs...Dr. Willis F. Dunbar
Chief Engineer.....Francis L. Morse

WILS

LANSING—1946

Frequency: 1320 Kc....Power: 5000 Watts d.-1000 Watts n.
Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address.....407 N. Washington
Phone Number 2-1655
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative.....O. L. Taylor
Pres., Gen. Mgr.....W. A. Pomeroy
Asst. Mgr., Chief Eng.....John C. Pomeroy
Commercial Manager.....Walter L. Dennis
Sales Prom. Mgr., Publ. Dir....Walter Braeger
Pgm., Prod. Dir.....Alex Dillingham

WJIM

LANSING—1934—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....WJIM, Inc.
Bus.-Studio Address ...Bank of Lansing Bldg.
Phone Number 2-1333
Air Time.....Full Time
News Service .....UP
Transcription Service.....World, Standard
Representative .....H-R Reps., Inc.
Membership .....NARTB
Pres., Gen. Mgr.....Harold F. Gross
Station Manager.....Howard K. Finch
Commercial Manager.....Roger S. Underhill
Program Director.....Irene Ginther
Chief Engineer.....C. E. Wallace

WKLA

LUDINGTON—1944—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By .....Raymond A. Plank
Address .....204 East Ludington Ave.
Phone Number 1450

Air Time ..... Unlimited
Transcription Service ..... AP
Representative ..... Burn-Smith
Membership ..... NARTB, BAB
Pres., Gen., Sta. Mgr. ..... Raymond A. Plank
Comm., Sls. Prom. Mgr. ..... Jerry Breen
Program Director ..... Tom Matthews
Publicity Director ..... Don Hack
Chief Engineer ..... Chas. Hagerman

WMTE

MANISTEE—1951

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Manistee Radio Corp.
Address ..... Radio Road
Phone Number 1340
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Best
V.P., Gen. Mgr. ..... E. J. Powell
Commercial Manager ..... Edward Owens
Program Director ..... John Sullivan
Chief Engineer ..... Tony Carroll

WSDC

MARINE CITY—1950

Frequency: 1590 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Radio St. Clair, Inc.
Address ..... 5300 Marine City Hway.
Phone Number 3471
News Service ..... INS
President ..... Jerry Coughlin
General Manager ..... John S. Bell
Commercial Manager ..... Harry Coughlin
Chief Engineer ..... Robert Burr

WDMJ

MARQUETTE—1931—MBS
KBS—NORTHERN

Frequency: 1320 Kc. ..... Power: 1000 Watts
Owned-Oper. By .. Lake Superior Bcstg. Co., Inc.
Business-Studio Address .... 4th & Wash. St.
Phone Number 616
News Service ..... UP
Transcription Service ..... Thesaurus
Membership ..... NARTB
General Manager ..... Leo G. Brott
Station Manager ..... E. W. Wallace
Commercial Manager ..... Robert Luke
Chief Engineer ..... Gordon Brozek

WMDN

MIDLAND—1948

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Rich Publ. House, Inc.
Transmitter Address ..... 298 S. Sweede Rd.
Phone Number 4000
Newspaper Affiliation .... Midland Daily News
Air Time ..... 6 a.m.-M.
News Service ..... AP
Transcription Service ... Lang-Worth, Thesaurus
President ..... Phillip T. Rich
Gen., Sta., Comm. Mgr. ..... J. A. Sturgeon
Program Director ..... Louis Sexton
Chief Engineer ..... Peter A. Wolfe

WCEN

MT. PLEASANT—1949—KBS

Frequency: 1150 Kc. ..... Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By ..... Paul A. Brandt
Address ..... 112½ E. Bway
Phone Number 33-171, 21-501
Air Time ..... 6 a.m.-M.
News Service ..... AP
Trans. Serv. ..... SESAC, Standard
President ..... Paul A. Brandt
General Manager ..... Bob Clayton
Program Director ..... Jim Bailey
Chief Engineer ..... Gilbert Roberts

WKBZ

MUSKEGON—1926—ABC

Frequency: 850 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Ashbacker Radio Corp.
Business-Studio Address ..... 432 Apple Ave.
Phone Number 2-6051
Air Time ..... 6 a.m.-M.
News Service ..... AP
Trans. Serv. ..... Thesaurus
Representative ..... Meeker
Membership ..... NARTB
Pres., Gen. Mgr. ..... Arch Shawd
Program Director ..... Robert Johnson
Publicity Director ..... B. L. Bennett
Chief Engineer ..... George Krivitsky

WKNK

MUSKEGON—1949—MBS

Frequency: 1600 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Nicholas W. Kuris
Address ..... Federal Square
Phone Number 32126
News Service ..... UP
Representative ..... Best
Pres., Gen. Mgr. ..... Nicholas W. Kuris
Program Director ..... Evelyn Johnson
Chief Engineer ..... P. L. Reynolds

WMUS

MUSKEGON—1947

Frequency: 1090 Kc. ..... Power: 1000 Watts d.
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address ..... 517 W. Giles Rd.
Phone Number 4-1672
Air Time ..... Daytime
News Service ..... UP
Representative ..... Hal Holman
President ..... R. Bunker Rogoski

Gen., Sta., Comm. Mgr.....Dalton C. Hille
Prog., Pub. Dir.....William J. Merchant
Chief Engineer.....Sam Lombardi

WOAP

OWOSSO—1948

Frequency: 1080 Kc.....Power: 250 Watts d.
Owned-Operated By.....Owosso Bcstg. Co.
Phone Number 980
Air Time .....Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Joseph Hershey McGillvra
President.....J. E. Campbell
General Manager.....M. H. Wirth
Sta., Comm. Prog. Mgr.....Merrill Walker
Chief Engineer.....M. Carson

WMBN

PETOSKEY—1946
MBS-KBS-BUNYAN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business-Studio Address .....Petoskey
President .....Les Biederman
General Manager.....Ralph Pierson
Commercial Manager.....Merten Carpenter
Program Director.....Ken Haven
Chief Engineer.....William Kiker

WCAR

PONTIAC—1939

Frequency: 1130 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WCAR, Inc.
Address.....2146 S. Telegraph Rd.
Phone Number.....Federal 3-7141
Air Time.....Local sunrise-local sunset
News Service.....AP, INS
Transcription Service .....Associated
Representative.....John E. Pearson
Pres., Gen. Mgr.....H. Y. Levinson
Commercial Manager.....William G. Lenhard
Program Director.....Frank E. Firnschild
Chief Engineer.....Wayne N. Cook

WHLS

PORT HURON—1938—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Huron Bdcstg. Co.
Address .....932 Military St.
Phone Number 28536
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service.....World, Standard
Representative .....Gill-Perna
Membership .....NARTB, BAB
Gen., Sta., Comm. Mgr.....John F. Wismer
Comm., Prom., Publ. Mgr.....John L. Shepard
Program Director.....Ernest O. Ferriby
Chief Engineer.....George Carroll

WTTH

PORT HURON—1947—ABC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Times Herald Co.
Address .....903 Sixth St.
Phone Number 5171
Newspaper Affiliation .....“Times-Herald”
Air Time.....6 a.m.-M.
News Service.....AP
Trans. Serv.....Standard, Thesaurus
Representative .....Weed & Company
Membership .....NARTB, BAB
President .....Louis A. Weil
General Manager.....F. Granger Weil
Commercial Manager.....Gaylord H. Forbes
Assistant Manager.....Alice Anderson
Program Director.....Dick Sommerville
Chief Engineers..Walter Parry, Kenneth Kunze

WHAK

ROGERS CITY—1949

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Operated By...Rogers City Bcstg. Co.
Address .....Moltke Dr.
Phone Number 7751
Air Time .....Daytime
News Service .....UP
Transcription Service.....Lang-Worth
Representative .....Best
Pres., Gen., Mgr., Chief Engr..Harvey A. Klann
Prom., Comm. Mgr. .....Albert Klann
Program Director.....H. E. Brege

WEXL

ROYAL OAK—1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Royal Oak Bcstg. Co.
Business Address.....212 W. Sixth St.
Phone Number.....Lincoln 4-2200
Air Time .....6 a.m.-2 a.m.
News Service.....AP, INS
Membership .....NARTB
Pres., Gen. Mgr.....Jacob B. Sparks
Sta., Comm. Mgr.....Gordon A. Sparks
Sales Manager.....Ernest Holder
Chief Engineer.....Garnet G. Sparks

WKNX

SAGINAW—1947

Frequency: 1210 Kc. ..Power: 1000 Watts d.
Owned-Oper. By ...Lake Huron Bdcstg. Corp.
Address .....221 So. Wash. Ave.
Phone Number 3-4471
Air Time .....Sunrise-Sunset
News Service .....UP
Representative .....Gill-Perna
Membership .....NARTB, BAB
Pres., Gen. Mgr.....William J. Edwards

Vice-President.....Alvin M. Bentley
Secy.-Treas., Sta. Mgr.....Howard H. Wolfe
Sales. Prom., Pub. Director.....Henry Scott
Program Director.....Robert Dyer
Chief Engineer .....Max W. Thomas

WSAM

SAGINAW—1935—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Saginaw Bdcstg. Co.
Address .....Radio Building
Phone Number 2-8161
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Standard Radio
Representative .....Headley-Reed Co.
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Milton L. Greenebaum
Asst. to Mgr.....Raymond G. Ulbrich
Production Director.....Richard Hallwood
Publicity Director.....James Rockwell
Chief Engineer .....Harold McCullen

WSGW

SAGINAW—1950—MBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By...Booth Radio & TV Stations
Address.....Mason Bldg.
Phone Number 3-4456
Representative .....Pearson
Transcription Service.....NBC Thesaurus
News Service .....AP
Pres., Mgng. Dir.....John L. Booth
Vice-Pres. & Gen. Mgr.....Robert W. Phillips
Prog., Pub. Director.....Fred Krell
Chief Engineer.....Harold Volz, Jr.

IN ANSWER TO THE QUESTION:
"WHAT RADIO STATION DO YOU LISTEN TO MOST AT YOUR HOUSE"?*

MORE PEOPLE IN SAGINAW - BAY CITY SAID "WSAM" THAN ANY OTHER STATION!

FOR THE BEST PROGRAMS
WITH THE MOST LISTENERS
AT THE LEAST COST

CHOOSE
A.M. WSAM F.M.
RADIO BLDG.
*SAGINAW MICHIGAN
DETAILS OF THIS SURVEY, BY A DETROIT AGENCY, AVAILABLE UPON REQUEST

WSOO

SAULT STE. MARIE—1940
ABC-NORTHERN

Frequency: 1230 Kc.....Power: 250 Watts d.; 100 Watts n.
Owned-Operated By..Hiawathaland Bcstg. Co.
Business-Studio Address.....208 Ashmun St.
Phone Number 3000
News Service .....AP
Transcription Service.....Thesaurus, SESAC
President, General Manager..Stanley R. Pratt
Sta., Comm. Mgr.....Richard Y. Burnett
Program Director.....Ed Krieger
Publicity Director.....Bruce Martyn
Chief Engineer.....William F. Morris

WSTR

STURGIS—1951—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Operated By.....WSTR, Inc.
Address.....P. O. Box 67
Phone Number 1199
News Service .....AP
Transcription Service.....Thesaurus, World
Representative .....McGillvra
President.....Dr. Clarence H. Snyder
General Manager.....E. Harold Munn Jr.
Sta., Comm. Manager.Charles R. Palmquist Jr.
Program Director.....Charles L. Jones
Chief Engineer.....Paul M. Winchester

WTCM

TRAVERSE CITY—1941
MBS—BUNYAN—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Midwestern Bdcstg. Co.
Address .....Paul Bunyan Bldg.
Phone Number 2700-1
Representative .....Hal Holman Co.
General Manager.....Les Biederman
Commercial Manager.....R. E. Detwiler
Program Director.....Ken Haven
Chief Engineer.....W. H. Kiker

MINNESOTA

Pop. April 1, 1953 (Est.) 3,148,000—Total Housing Units 926,000
Families April 1, 1953 (Est.) 836,000—Stations in State 46

KASM

ALBANY—1950

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Stearns Co. Bcstg. Co.
Phone Number 1150
Transcription Service .....Lang-Worth
News Service .....UP
President.....William Blattner
General, Sta. Manager.....Urban J. Keppers
Comm. Mgr.....Rolland Lawnsbury
Chief Engineer.....Clyde A. Weivoda

KATE

ALBERT LEA—1937—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owner....Albert Lea-Austin Bdcstg. Co., Inc.
Address .....332 South Broadway
Phone Number 2338
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Meeker
Membership .....NARTB
President.....Bennett O. Knudson
General Manager.....Anson Van Alstyne
Program Director.....Marie Prossec
Chief Engineer .....Robert Holt

KXRA

ALEXANDER—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Alexandria Bcstg. Co.
Address .....Alexandria
Phone Number 1000
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Lawson
Pres., Gen. Mgr.....R. C. Brown
Commercial Manager....Everette Q. Walters
Program Director.....Kenneth Bechtel
Chief Engineer.....Kenneth Olson

KAUS

AUSTIN—1948—MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.Cedar Valley Bcstg. Co., Inc.
Business-Studio Address.....405A N. Main St.
Phone Number 8836
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB
President .....Harry Smith
Gen., Sta. Mgr.....L. L. McCurnin
Pgm., Pub. Director.....Tom Steensland
Sales Prom. Mgr.....Ken Soderberg
Chief Engineer.....Glen Klein

KBUN

BEMIDJI—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Butler Bcstg. Co., Inc.
Business-Studio Address .419½ Beltrami Ave.
Phone Number 1900
Air Time .....7 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....SESAC
Representative .....Lawson
Membership .....BAB
Pres., Gen., Sta. Mgr.....Edward W. Butler
Pgm., Prod. Dir.....Gwenyth Butler
Chief Engineer.....Delwyn Grage

KLIZ

BRAINERD—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Brainerd Bcstg. Co.
Business Address.....2700 E. Oak St.
Phone Number 2853
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Walker
Membership .....NARTB, BAB
President, General Manager.....E. T. O'Brien
Program Director.....Lucille Grosse
Sta., Comm., Prom. Mgr.....Earl R. Johnsen
Publicity Director.....Miriam Hylland
Chief Engineer.....James Peterson

WKLK

CLOQUET—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Cloquet Bcstg. Co.
Address.....124½ Ave. C.
Phone Number 1450
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Continental
General Manager.....Dale R. Peterson
Commercial Manager.....Richard A. Rall
Sales Promotion Manager.....Beverly Norgren
Chief Engineer.....Darrel Gander

KROX

CROOKSTON—1948

Frequency: 1260 Kc. ...Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Crookston Bcstg. Co.
Business-Studio Address.....Eagles Bldg.
Phone Number 1050
News Service .....UP

Transcription Service.....Thesaurus, World
Representatives ..Donald Cook, Gene Grant, Lawson & Assoc.
President.....D. A. McKenzie
Gen. Mgr., Chf. Engr.....William J. Kiewel

KDLM

DETROIT LAKES—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.Detroit Lakes Bcstg. Corp.
Address.....1360 Richwood Rd.
Phone Number 1100
News Service .....AP
Transcription Service .....World
Representative .....Lawson
President.....R. C. Brown
General Manager.....Gordon Hutton
Commercial Manager.....Phil Solberg
Program Director.....Pat Banta
Chief Engineer.....Sumner Rasmussen

KDAL

DULUTH—1936—CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....Red River Bcstg. Co., Inc.
Business-Studio Address....218 Bradley Bldg.
Phone Number .....Melrose 2-2628
Air Time .....24 Hours
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....Dalton Le Masurier
Sta., Comm. Manager.....Odin S. Ramsland
Sales Prom. Mgr.....Dale Cowle
Program Director.....Jack Gordon
Chief Engineer.....Robert A. Dettman

WEBC

DULUTH—1924
NBC-ARROWHEAD

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Business-Studio Address.....WEBC Bldg.
Phone Number .....Melrose 2-2873
News Service .....UP
Transcription Service.....SESAC, World
Representative .....Hollingbery
President .....Morgan Murphy
General Manager.....W. C. Bridges
Commercial Manager.....Clifford J. Lue
Program Director.....Earl Henton
Chief Engineer.....Norman Gill

WREX

DULUTH—1948—MBS

Frequency: 1080 Kc....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Oper. By.....Lake Superior Bcstg. Co.
Business-Studio Address....213 E. Superior St.
Phone Number 7-2911
News Service .....UP
Transcription Service .....Capitol
Representative .....Weed
Membership .....NARTB
General Manager.....Robert J. Rich
Program Director.....Dennis Murphy
Chief Engineer.....Cliff Erkilla

WEVE

EVELETH—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Carl Bloomquist
Address .....WEVE Building
Phone Number 1340
Air Time .....Unlimited
Transcription Service .....Standard
Representative .....Orville Lawson
Membership .....NARTB
President .....Carl Bloomquist
General Manager .....Arthur F. Nelson
Program Director.....Robert Daniels
Chief Engineer.....Joe Cerar

KDHL

FARIBAULT—1948

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....KDHL Bdcstg. Co.
Business-Studio Address....213 Central Ave.
Phone Number 2312
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Representative .....Lawson
General Mgr.....Herbert H. Lee
Commercial Mgr.....Palmer Dragsten
Women's Director...Mera Ballis Freydenlund
Sta. Mgr., Chief Engineer.....John E. Hyde, Jr.

KSUM

FAIRMONT—1949—MBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Fairmont Bdcstg. Co.
Address .....306 North Park St..
Phone Number 1370
Air Time.....5:30 a.m.-12 M.
News Service .....AP
Representative .....Rambeau Lawson
Trans. Serv. .....Thesaurus
Membership .....NARTB, BAB
President .....Leo J. Seifert
General Manager .....Frank Endersbe
Program Director.....Robert Colburn
Chief Engineer.....Lawrence Lawson

KGDE

FERGUS FALLS—1926
MBS-GREAT NORTHERN

Frequency: 1250 Kc.....Power: 1000 Watts

Owned-Operated By.....Fergus Radio Corp.
Business-Studio Address.....Fergus Falls
Phone Number 3986
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Walker
Membership .....NARTB
Secy-Treas., Exec. Dir.....Harold L. Dell
Station Manager .....Don L. Albertson
Asst. Mgr.....Frederic T. Dell
Chief Engineer.....Harold E. Allen

KBZY

GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Itasca Bcstg. Co.
Phone Number 198
Air Time.....6:30 a.m.-11 p.m.
Membership .....NARTB
Pres., General Manager....Robert D. Kennedy
Program Director.....Bud Germ
Chief Engineer.....Ross A. Fessenmeyer

WMFG

HIBBING—1935—NBC-ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Business-Studio Address.....5th & Howard
Phone Number 3-7531
Air Time.....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service.....World, SESAC
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President .....Morgan Murphy
General Manager.....W. C. Bridges
Sta., Commercial Mgr.....Oscar H. Peterson
Pgm., Prod., Pub. Dir.....Ruth E. Coe
Chief Engineer.....Norman Gill

KLTF

LITTLE FALLS—1950—KBS

Frequency: 960 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Little Falls Bcstg. Co.
Address.....105½ Broadway E.
Phone Number 367
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr.....John H. Lemme
Sta., Prom. Manager.....Wayne L. King
Commercial Manager.....Richard J. Rudeck
Program Director.....Sumner Sabean

KTOE

MANKATO—1950—ABC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Oper. By..Minnesota Valley Bcstg. Co.
Phone Number 4537
News Service .....UP
Representative .....Pearson
President.....H. W. Linder
Gen., Sta. Manager.....D. O. Linder
Commercial Manager.....Willard Smith
Program Director.....Wayne Will
Chief Engineer.....Steve Wolf

KYSM

MANKATO—1938
NBC-NORTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....F. B. Clements & Co.
Business-Studio Address....101 N. Second St.
Phone Number 4673
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Meeker
Membership .....NARTB, BAB
Gen.-Station-Comm. Mgr.....John F. Meagher
Sales Promotion Manager.....Bob DeHaven
Prom. Pgm. Dir.....Bob Gardner
Publicity Director.....Phil Harding
Chief Engineer.....James Houts

KMHL

MARSHALL—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Harry W. Linder
Business-Studio Address.....KMHL Bldg.
Phone Number 2282
Air Time.....6 a.m.-M.
News Service .....UP
Representative.....John E. Pearson
Owner.....Harry W. Linder
General Manager.....Gilmore F. Frayseth
Program Director.....Bill Farrell
Chief Engineer.....Russ Nelson

KEYD

MINNEAPOLIS—1948

Frequency: 1440 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Family Bcstg. Corp.
Business-Studio Address.....15 N. Ninth St.
Phone Number.....Lincoln 8451
Air Time.....6 a.m.-Sundown
News Service .....AP
Transcription Service .....Standard
Representative ..... Rambeau
Membership .....NARTB, BAB
President .....Henry Klages
Sta., Gen. Mgr. .....Lee L. Whiting
Commercial Manager.....Ray Tenpenny
Production Director.....Harry Zimmerman
Chief Engineer.....Harvey V. Headen

WCCO

MINNEAPOLIS—1924
CBS Radio

Frequency: 830 Kc.....Power: 50,000 Watts
Owned By.....Midwest Radio-Television, Inc.

Business-Studio Address....625 Second Ave. S.
Phone Number.....Main 1202
Air Time .....5 a.m.-1 a.m.
News Service.....AP, UP, INS
Transcription Service .....Lang-Worth
Representative.....CBS Radio Spot Sales
Sta., Gen. Mgr. .....Eugene Wilkey
Membership .....BAB
Sta., Gen. Mgr.....Larry Haeg
Commercial Manager.....Phil Lewis
Sales Prom., Mgr.....C. H. Smith
Program Director.....Bob McKinsey
Publicity Director.....Fred Heywood
Chief Engineer.....J. J. Beloungy

WDGY

MINNEAPOLIS—1923

Frequency: 1130 Kc...Power: 50,000 Watts d.; 25,000 Watts n.
Owned-Oper. By.....Twin Cities Bcstg. Corp.
Business-Studio Address.....Hotel Nicollet
Phone Number.....Bridgeport 2271
Air Time.....5:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Clarence T. Hagman
Commercial Manager.....Samuel N. Nemer
Program Director.....Don O'Brien
Chief Engineers.....Kenneth Olson, Kenneth Larson

WLOL

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By ...Independent Bcdstg. Co.
Business-Studio Address..1730 Hennepin Ave.
Phone Number...ATlantic 0406, MIdway 4043
Air Time .....Unlimited
News Service .....UP
Representative.....A. M. Radio Sales
President.....Ralph L. Atlass
Gen., Sta. Mgr.....Marvin L. Rosene
Commercial Manage...Wayne "Red" Williams
Prom., Pgm. Director.....Boyd W. Lawlor
Publicity Director.....Kay Runyon
Studio Engineer.....Gene Brautigam
Transmitter Engineer.....Merle Bjork

WPBC

MINNEAPOLIS—1949

Frequency: 980 Kc. ...Power: 500 Watts d.
Owned-Oper. By .....People's Bdcstg. Co.
Address .....1133 Stinson Blvd
Phone Number ....Granville 4356, Prior 3181
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Sears & Ayer, Inc.
Pres., Gen., Sta. Mgr.....W. V. Stewart
Commercial Manager.....Merle Forland
Pgm., Prod., Pub. Dir. ....Becky Ann Stewart
Chief Engineer.....Leroy Myri

WTCN

MINNEAPOLIS-ST. PAUL—1934
ABC

Frequency: 1280 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Minnesota Television Public Service Corp.
Business-Studio Address.....50 S. Ninth St.
Phone Number.....Lincoln 0552
News Service.....AP, UP
Transcription Service .....Associated
Representative.....Free & Peters
Membership .....NARTB
President .....Robert Butler
Gen., Sta. Manager.....Edward G. Smith
Commercial Manager.....Kendall M. Light
Program Director.....Judy Bryson
Publicity Director.....Nancy Siebel
Chief Engineer.....Myron N. Fleming

KDMA

MONTEVIDEO—1951—ABC

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Midwest Bcstg. Corp.
Address.....West Hway. 212
Phone 125
Air Time .....Unlimited
Representative .....Pearson
Pres., Gen. Mgr.....H. Willard Linder
Chief Engineer.....Richard Berkman

KVOX

MOORHEAD—1937
MBS-GREAT NORTHERN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KVOX Bcstg. Co.
Bus.-Studio Address.....403 Center Ave.
Phone Number 3-1522
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Walker, Lawson
Membership .....NARTB
President .....E. J. McKellar
General-Station Manager.....M. M. Marget
Comm., Sls. Prom. Mgr.....Robert L. Owens
Program Director.....Dewey Bergquist
Chief Engineer.....Don Geiken

KNUJ

NEW ULM—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....KNUJ, Inc.
Address.....304½ N. Minn. St.
Phone Number 905
Air Time .....Daytime

News Service .....AP
Transcription Service.....Lang-Worth, World,
Membership .....BAB
President.....W. K. Mickelson
Gen. Mgr., Chief Engr.....Jack H. Duncan

KOBK

OWATONNA—1950—KBS

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Operated By.....Owatonna Bcstg. Co.
Address .....307 Vesterby
Phone Number 2359
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....BAB
Pres., Comm. Mgr., Pub. Dir....Myles H. Johns
U. P., Sta. Mgr., Prog. Dir.....Ted Nelson
Chief Engineer.....James Neill

KAAA

RED WING—1949

Frequency: 1250 Kc. ..Power: 1000 Watts d.
Owned-Oper. By .....Red Wing Bdcstg. Co.
Address .....Red Wing
Phone Number 3512
Air Time .....6 a.m.-Local Sunset
News Service .....AP
Transcription Service.....World, Capitol
President .....Fred C. Clarke
Gen., Sta. Mgr.....Maxine Jacobs
Comm. Mgr.....James Bailey
Prod., Pgm. Dir. .....Peter Lyman
Publicity Director.....John Williams
News Director.....Donald Willie

KROC

ROCHESTER—1935
NBC-NORTHWEST

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Southern Minnesota Bcstg. Co.
Business-Studio Address....100 1st Ave. Bldg.
Phone Number 3924
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Meeker
Membership .....NARTB, BAB
President.....Mrs. G. P. Gentling
General Manager .....G. David Gentling
Sta. Mgr., Pgm. Dir.....Cal Smith
Commercial Manager.....Warren Miller
Sales Promotion Director....Willard Lampman
Chief Engineer.....Bob Cross

KFAM

ST. CLOUD—1937—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Times Publ. Co.
Address .....Weber Bldg.
Phone Number 3330, 3331
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....Frederick C. Schilplin
Commercial Manager .....John F. Green
Program Director.....Betty May
Chief Engineer .....Robert Witschen

WJON

ST. CLOUD—1950—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite City Bcstg. Co.
Address.....St. Cloud Hotel
Phone Number 1240
Representative .....Rambeau
Transcription Service .....World
News Service .....UP
President.....Max H. Lavine
General. Station Manager.....W. C. Porsow
Commercial Manager.....Paul T. Zaborik
Program Director.....Wallace MacBriar
Prom., Pub. Director.....Herm Schneider
Chief Engineer.....Carl Wilford

WMIN

ST. PAUL—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Bcstg. Co.
Business-Studio Address.....538 Hamm Bldg.
Phone Number.....Garfield 1361
Air Time .....Unlimited
News Service .....AP
Representative .....Forjoe
Pres., Com. Mgr.....N. L. Bentson
General Manager.....Frank M. Devaney
Program Director.....Norman Page
Publicity Director.....Harry Settergren
Chief Engineer.....Warren B. Fritze

KSTP

ST. PAUL-MINNEAPOLIS—1928-NBC
NORTHWEST

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned By.....KSTP, Inc.
Bus.-Studio Address.....3415 University Ave.
Phone Number.....Prior 2717
Air Time .....6 a.m.-1 a.m.
News Service .....AP, UP
Transcription Service.....Thesaurus, World, Lang-Worth, Cole
Representative .....Edward Petry
Membership .....NARTB
President. Gen. Mgr.....Stanley E. Hubbard
Nat. Sales Mgr.....Karl A. Plain
Exec. V.P., Treas.....K. M. Hance
Program Director.....C. Brooks Henderson
Promotion-Publicity Director.....Joe Cook
Acting Chief Engineer.....Joseph Kahnke

WCOW
SOUTH ST. PAUL—1951

Frequency: 1590 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....South St. Paul Bcstg. Co.
Address.....WCOW Radio Bldg.
Phone Number.....LaSalle 1371
News Service.....AP, UP
Membership .....NARTB
Transcription Service .....SESAC
Exec. Director.....Antonio Tedesco
General Manager.....Albert S. Tedesco
Station Manager.....John MacKnight
Commercial Manager.....Victor Tedesco
Program Director.....Donald S. Doty
Chief Engineer.....Robert Muchlo

WSHB
STILLWATER—1949—KBS

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Operated By.....St. Croix Bcstg. Co.
Address.....126 S. Main St.
Phone Number.....46, 47
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Donald Cook, Inc.
President.....William F. Johns, Jr.
Gen., Sta. Mgr.....Richard Power
Commercial Manager.....James McLaughlin
Publicity Director.....Anita E. Albrecht
Chief Engineer.....Elmer Christianson

KTRF
THIEF RIVER FALLS—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Henry K. Arneson
Address .....1313 North Main Ave.
Phone Number 13, 14
Air Time .....6 a.m.-12 M.
Transcription Service .....World
Representative .....Bulmer & Johnson, Inc.
Station Manager.....Don Olson
Program Director ....Alverda Noel
Sales Promotion Manager.....Glenn Simpson
Chief Engineer .....Henry J. Bothman

WHLB
VIRGINIA—1936—NBC
ARROWHEAD, NORTHWEST

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Head of the Lakes Bcstg.
Address.....17th St., N.
Phone Number.....Virginia 2000
Air Time .....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....World, SESAC
Representative.Hollingbery, Bulmer & Johnson
President.....J. Morgan Murphy
General Manager.....Walter Bridges
Sta., Comm., Sls. Prom. Mgr.....H. J. Parise
Publicity Director.....Alys Mae McBride
Chief Engineer..... ..Norman Gill

KWAD
WADENA—1948—MBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....First Natl. Bank Bldg.
Phone Number 920-1
Air Time .....6 a.m.-12 M.
Transcription .....World
Representatives.....Bulmer & Johnson
President.....C. V. Phillips
General Manager.....Carl E. Holt
Program Director.....Jim Buchan
Chief Engineer.....Milton La Due

KWLM
WILLMAR—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Lakeland Bcstg. Co.
Business-Studio Address.....1340 N. 7th St.
Phone Number 1340
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Cole
Representative.....John E. Pearson
Membership .....NARTB, BAB
President, Gen. Mgr.....H. W. Linder
Commercial Manager.....Jack Lynch
Program Director.....Joe Martinson
Chief Engineer.....Francois Peterson

KWNO
WINONA—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Winona Radio Service
Business-Studio Addres.....216 Center St.
Phone Number 3314
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative.....John E. Pearson
Membership .....NARTB
President.....M. H. White
General Manager.....Ken Marsh
Commercial Manager.....H. Rod Hurd
Chief Engineer.....Lewis Denes

KWOA
WORTHINGTON—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Worthington Bcstg. Co., Inc.
Address .....Hotel Thompson
Air Time .....Sunrise-sunset
Representative.....Bulmer & Johnson
Membership .....NARTB
President.....R. W. Olson
General Manager.....R. E. Shepard
Commercial Manager.....Arne Karhu

MISSISSIPPI

Pop. April 1, 1953 (Est.) 2,210,000—Total Housing Units 613,000
Families April 1, 1953 (Est.) 579,000—Stations in State 45

WMPA

ABERDEEN—1952

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Prairie Bdcstg. Co.
Address.....P. O. Box 402
Phone Number 1050
News Service .....UP
Representative .....Stars, Inc.
Transcription Service .....Lang-Worth
President.....T. A. Richardson
General Manager.....Hal Benson
Program Director.....J. M. Verges
Promotion Director.....Matty Brescia

WLOX

BILOXI—GULFPORT—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOX Bcstg. Co.
Address.....Buena Vista Hotal
Phone Number 5581-2
Air Time.....24 hrs.
News Service .....UP
Representative.....William G. Rambeau
Membership .....NARTB, BAB
President.....James S. Love, Jr.
Gen.-Station Mgr.....Ray Butterfield
Commercial Manager.....Thomas B. Majure
Program Director.....Hugh Smith
Chief Engineer.....T. B. Majure

WVMI

BILOXI—1950

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Associates
Address.....P. O. Box 152
Phone Number 6961
Air Time.....Daytime
Representatives.....Natl. Time Sales, Dora Clayton
Transcription Service..Thesaurus, Lang-Worth
News Service .....UP
Pres., Gen., Mgr.....Odes E. Robinson
Station Manager.....Gene Tibbett
Commercial Manager.....Albert J. Thompson
Prog., Pub. Director.....Robert Campbell
Chief Engineer.....Robert Ware

WBIP

BOONEVILLE—1950—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Booneville Bcstg. Co.
Address.....Highway No. 45-S
Phone Number 678
Air Time.....5:30 a.m.-10:00 p.m.
Newspaper Affiliation.....The Independent
News Service .....UP
Representative.....Continenta Radio Sales
President, Gen. Mgr.....E. O. Roden
Sta. Comm., Sales Prom. Mgr.....V. K. Wroten
Program Director.....Wynez Wroten
Publicity Director.....Jack Gardner

WJMB

BROOKHAVEN—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Brookhaven Bcstg. Co.
Address.....W. Chicksaw St.
Phone Number 1298
News Service .....AP
Air Time.....6 a.m.-11 p.m.
Transcription Service .....World
Membership .....NARTB, BAB
Pres., Sta., Gen. Mgr.....Tullius Brady
Chief Engineer.....Larry Young

WGLC

CENTREVILLE—1952—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Southern Bdcstg. Co.
News Service .....UP
Transcription Service .....Capitol
Phone Number 4001
Pres., Gen. Mgr.....A. Sansing
Comm. Mgr., Prog. Dir.....P. Simpkins
Chief Engineer.....Aubrey Felder

WROX

CLARKSDALE—1943—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Birney Imes, Jr.
Address .....Columbus, Miss.
Air Time.....Full Time
News Service .....AP
Transcription Service.....RCA Thesaurus
General Manager.....Bob McRaney
Pgm. Dir., Chief Anncr.....Jack Cristil
Station Manager.....P. B. Hinman
Chief Engineer.....C. D. Graves

WCLD

CLEVELAND—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Cleveland Bcstg. Co., Inc.
Address Trans.....Highway 61
Phone Number 990
News Service .....AP
Station Representative .....McGillvra
President .....Lowry Tims
General Manager.....Fred Rand
Program Director.....Ray A. Curtis
Chief Engineer.....Richard Bullock

WCJU

COLUMBIA—1946—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Lester Williams, WCJU, Inc.
Address.....P. O. Box 472
Phone Number 755
Air Time.....Full Time
Newspaper Affiliation.....The Progress
News Service .....AP
Transcription Service .....World
Pres., Gen. Manager.....Lester Williams
Station Manager.....Charles E. Newman, Jr.
Program Director.....Bill Barrett
Chief Engineer.....Ray Tolar

WACR

COLUMBUS—1950—MISS.

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Miss. Bcstg. Co.
Address .....WACR Bldg.
Phone 768
Transmitter Location.....1800 14th Ave. N.
Air Time .....Sunrise-Sunset
Transcription Service .....Standard
News Service .....UP
Pres., Gen. Mgr.....Withers Gavin

WCBI

COLUMBUS—1940
MBS—KBS-MID SOUTH

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business-Studio Address .....Columbus
Phone Number 1430
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
President.....Birney Imes, Jr.
Gen., Sales Prom. Mgr.....Bob McRaney
Station Manager.....James Eatherton
Program Director.....Martha Puckett
Chief Engineer.....Thomas McFerrin

WCMA

CORINTH—1945—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Phone Number 5575
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB
President.....Dr. Frank M. Davis
General Manager.....Aaron B. Robinson
Sta., Pub. Manager.....John E. Bell
Program Director.....Tom Weaver
Commercial Manager.....Joe P. Van Dyke
Chief Engineer.....James D. Anderson

WGVM

GREENVILLE—1949

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By...Cotton Belt Bcasting Co.
Bus.-Studio Address.....118 So. B'way
Phone Number 4559
Air Time.....6 a.m.-Sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Devney, Melville
Pres., General Manager.....David M. Segal
Comm. Sta. Mgr.....Edward M. Guss
Program Director.....Wallace D. Hoy
Prod., Pub. Dir., Chief Anncr.....Jack Baruth
Sales Prom. Mgr., Pub. Dir.....Jack Stull
Chief Engineer.....Welton H. Jetton

WJPR

GREENVILLE—1939—MBS-KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.-
500 Watts n.
Owned-Oper. By.....Radio Services Co.
Business-Studio Address....107 So. Poplar St.
Phone Number 9040-9049
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Gen. Sta. Mgr.....Emmett H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Thomas Tiller
Chief Engineer.....Percy L. Kuhn

WABG

GREENWOOD—1950

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....Greenwood Bcstg. Co.
Address.....P. O. Box 414
Phone 3010
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....Cy Bahakel
Commercial Manager.....Tom Reardon
Chief Engineer.....Wayne A. Oliver

WGRM

GREENWOOD—1937
NBC-KBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Operated By.....P. K. Ewing
Phone Number 1900-1
Studio-Transmitter Location.....Walnut St.
Air Time.....6 a.m.-12 M.
News Service .....UP
President.....P. K. Ewing
General Manager.....F. C. Ewing
Commercial Manager .....Don Neil
Chief Engineer.....Louis Pierce

WNAG

GRENADA—1949—MBS-KBS MID-SOUTH

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Phone Number 1400
Air Time.....Full Time
Representative .....Mid-South Network
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Sta., Comm. Mgr. .....Monroe Looney
Chief Engineer.....Barney Loebe

WGCM

GULFPORT—1929—ABC AND KEYSTONE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WGCM Bcstg. Co.
Address .....Hewes-Martin Bldg.
Phone Number 1110
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Station Representative.....Sears & Ayer, Inc.
Owner & Gen. Mgr.....Hugh O. Jones
Station Manager.....C. Edwin Vann
Commercial Manager.....Mrs. O. L. Owens
Publicity Director.....Jack Starr
Chief Engineer.....Charles T. Hook

WFOR

HATTIESBURG—1925 NBC-KBS-REBEL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Bcstg. Co.
Address.....302 Hemphill St.
Phone Number 1866
Air Time.....5:30 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....World
Station Rep.....George P. Hollingbery Co.
President.....C. J. Wright, Sr.
General, Station Manager.....C. J. Wright, Jr.
Program Director.....David L. Waite
Sales Prom. Mgr.....E. M. Jenkins
Publicity Director.....F. M. Smith
Chief Engineer.....B. B. McLemore

WHSY

HATTIESBURG—1948—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Hub City Bcstg. Co. Inc.
Address.....Highway 11 North
Phone Number 3180
News Service .....AP
Station Representative.....Wm. G. Rambeau
Membership .....NARTB, BAB
President, Gen. Mgr.....Charles W. Holt
Sales Promotion Manager.....Bob Robinson
Station Manager.....Connie Holt
Commercial Manager.....William R. England
Program Director.....Bob Pattillo
Publicity Director.....Olga Hagler
Chief Engineer.....Charles Sharpling

WJDX

JACKSON—1929—NBC

Frequency: 1300 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Lamar Life Ins. Co.
Business Address.....P. O. Box 2171
Phone Number 2-1183
Air Time .....Unlimited
News Service .....UP
Transcription Service..Thesaurus, MacGregor, Lang-Worth, Cole, Capitol, World
Representative.....George P. Hollingbery
Membership .....NARTB
General Manager.....Wiley P. Harris
Commercial Manager.....Frank Gentry
Program Director.....Howard Langfitt
Chief Engineer.....Percy G. Root

WJQS

JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Edwards Hotel
Phone Number 3-9681
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
President, General Manager...Withers Gavin

WJXN

JACKSON—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Jackson Bcstg. Co.
Address.....Radio Ranch, Box 786
Phone Number 2-6673
News Service .....AP
Air Time.....Full Time
Representatives .....Forjoe, Clayton
Pres., Gen. Mgr.....James T. Ownby

WRBC

JACKSON—1946—MBS

Frequency: 620 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Rebel Bcstg. Co., Inc.
Business-Studio Address.....125 So. Lamar
Phone Number 5-1562
Air Time.....Full Time
News Service .....AP
Transcription Service .....Associated
Representative .....Branham
Membership .....NARTB
Gen., Comm. Mgr.....J. W. Carlier
Program Director.....Forrest Cox
Chief Engineer.....G. G. Benson

WSLI

JACKSON—1938—ABC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By..Standard Life Bcstg. Co., Inc.
Business Address.....P. O. Box 1847
Phone Number 3-2788
Air Time.....5:30 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, BAB
President.....W. R. Newman
General-Station Manager.....L. M. Sepaugh
Commercial Manager.....F. E. Wilkerson, Jr.
Program Director.....B. K. Smith
Chief Engineer.....C. A. Perkins

WKOZ

KOSCIUSKO—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cy N. Bahakel
Business Address.....P. O. Box 392
Phone Number 782
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
President, General Manager...Cy N. Bahakel
Program Director.....Erlene Leach
Comm. Mgr., Prog. Dir.....Mims Boswell, Jr.
Chief Engineer.....Wayne A. Oliver

WAML

LAUREL—1932—NBC-KBS-REBEL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....New Laurel Radio Station
Business-Studio Address.....P. O. Box 950
Phone Number 5601
News Service .....AP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President .....Harold Matison
Gen., Prom. Manager.....Granville Walters
Commercial Manager.....M. M. Caver
Program Director.....Stanley Walters
Chief Engineer.....Clyne Graves

WLAU

LAUREL—1946—ABC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southland Bcstg. Co.
Phone Number 7227-8
Air Time.....Full Time
News Service .....UP
Representative .....McGillvra
Membership .....BAB
President.....C. T. McCallum
Gen., Sta. Mgr.....Norma H. Leggett
Commercial Manager.....Teck Jones
Sales Prom. Mgr.....J. L. Collins
Program Director.....David Kane
Chief Engineer.....Jimmy Hilbun

WMBC

MACON—1947—MISS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Mississippi Bcstg. Co., Inc.
Address .....WMBC Bldg.
Phone Number 310
Air Time.....6 a.m.-M.
News Service .....UP
President, General Manager...Withers Gavin

WAPF

McCOMB—1948—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By..S. W. Bcstg. Co. of Miss.
Address.....Pike Hotel, Box 604
Phone Number 1884
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr.....Louis Alford
Commercial Manager.....Bill Tyler
Sales Promotion Manager.....Mack Smith
Program Director.....Carl Austin
Publicity Director.....Bonnie Sanders
Chief Engineer, Sta. Mgr.....Phillip Brady

WSKB

McCOMB—1939

Frequency: 1250 Kc.....Power: 5000 Watts d.; 500 Watts n.
Owned-Operated By.....Lester Williams
Address.....P. O. Box 111
Phone Number 2080
News Service .....AP
Transcription Service .....Capitol
Representative.....Dora Clayton, Rambeau
General Manager.....Lester Williams
Station Manager.....Jack Sanders
Commercial Manager.....Wayne Walker
Program Director.....Herbert Taylor
Chief Engineer.....Robert L. Sanders

WCOC

MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Threefoot Bldg.
Phone Number 7714
Air Time.....5:50 a.m.-12:10 a.m.
News Service .....UP
Transcription Service .....Standard
President, General Manager...Withers Gavin

WMOX

MERIDIAN—1946
MBS-KBS-MIDSOUTH

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.

Phone Number 2-0171
News Service .....AP
Representative .....Mid-South Network
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....Joseph W. Carson
Commercial Mgr.....Eddie Holladay
Chief Engineer.....Robert K. Wall

WTOK

MERIDIAN—1946—ABC-REBEL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Meridian Bcstg. Co.
Address.....Citizens Nat'l Bank Bldg.
Phone Number 3-1441
Air Time.....Full Time
News Service .....INS
Transcription Service .....SESAC
Representative .....Headley-Reed Co.
Pres., Gen., Sta. Mgr.....Robert F. Wright
Comm., Sales Prom. Mgr....William B. Crooks
Program Director.....Cecil Germany
Publicity Director.....George Shannon
Chief Engineer.....Joe H. Saxon

WMIS

NATCHEZ—1941—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Natchez Bcstg. Co.
Business-Studio Address.....Box 330
Phone Number 8211
Air Time.....Full Time
News Service .....UP
Membership .....NARTB
President.....P. K. Ewing
Gen., Sta. Manager.....P. K. Ewing, Jr.
Sales Prom., Comm. Mgr.....Ervin Parks
Program Director.....H. J. Jennings
Publicity Director.....Oak Duke
Chief Engineer.....George W. Wilson

WNAT

NATCHEZ—1949—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Old South Bcstg. Co.
Phone Number 4621
News Service .....UP
President.....Mrs. Laurie G. Ratcliffe
General Manager.....Paul Schilling
Commercial Manager.....Bill Hess
Chief Engineer.....Jack Thornhill

WPMP

PASCAGOULA—1951—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Crest Bcstg. Co., Inc.
Address.....P. O. Box 348
Phone Number 83
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr.....William R. Guest, Jr.
Sta., Comm. Mgr.....Felix Adams, Jr.
Program Director.....Lee Smith
Chief Engineer.....Donovan Murphy

WHOC

PHILADELPHIA—1948—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....William Howard Cole
Address.....P. O. Box 26
Phone Number 740
News Service .....UP
Transcription Service .....Capitol
Gen., Comm. Mgr.....William Howard Cole
Program Director.....Mrs. Wm. H. Cole
Publicity Director.....Mrs. Kate Hemphill

WRJW

PICAYUNE—1949—KBS

Frequency: 1320 Kc.....Power: 5000 d.
Owned-Operated By.....Mosely Brothers
Address .....Picayune
Phone Number 510
Air Time .....Daytime
News Service .....AP
General Manager.....Jimmie Willson
Prog. Dir., Chief Eng.....Archie Rushing, Jr.

WSSO

STARKVILLE—1948—KBS
MID SOUTH

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Starkville Bcstg. Co.
Business-Studio Address .....Starkville
Phone Number 1230
News Service .....AP
Transcription Service .....Capitol
Pres., Gen., Comm. Mgr.....Joe Phillips
Program Director.....Martha L. Pearson

WELO

TUPELO—1944—MBS-MID SOUTH

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tupelo Bcstg. Co.
Business-Studio Address.....Welo Bldg.
Phone Number 1400
Air Time.....Full Time
News Service .....AP
Transcription Service.....Capitol, Thesaurus
Station Manager.....Bob Evans
Commercial Manager.....E. L. Bowen, Jr.
Chief Engineer.....LeRoy Green

WQBC

VICKSBURG—1931—MBS

Frequency: 1420 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By...Delta Bcstg. Co., Inc.
Business-Studio Address.....Post-Herald Bldg.

Phone Number 312
Newspaper Affiliation ..... Post, Herald
News Service ..... AP
Transcription Service ..... Capitol
Representative ..... Sears & Ayer
Membership ..... NARTB
President ..... L. P. Cashman
General-Station Mgr. ..... Mary-Van Cashman
Commercial Manager ..... L. L. Miller
Program Director ..... Charlotte Kahn
Chief Engineer ..... Waverley Conway

WVIM
VICKSBERG—1948

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Radio Miss., Inc.
Business-Studio Address ..... Box 76
Phone Number 1920
Air Time ..... Full Time
Transcription Service ..... Thesaurus
Representative ..... Indie Sales, Inc.
President ..... James T. Ownby
Sta., Gen. Mgr. ..... Frank Holifield
Commercial Manager ..... Virginia Harrell
Sales Prom. Mgr. ..... Frank Haines
Chief Engineer ..... Harold Townsend

WROB
WEST POINT—1947
MBS-MID SOUTH-KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Bob McRaney, Sr.
Studio Address ..... WROB Bldg.
Transmitter Address ..... Forrest St.
Phone Number 807

WAZF
YAZOO CITY—1946—KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WAZF, Inc.
Phone Number 1300-1
Air Time ..... 5:55 a.m.-10:15 p.m.
News Service ..... UP
Pres., Gen. Sta. Mgr. ..... Guy Corley
Commercial Manager ..... Al Lyons
Prod. Program Director ..... Fred Rand
Chief Engineer ..... D. A. Flinspach

MISSOURI

Pop. April 1, 1953 (Est.) 4,184,000—Total Housing Units 1,276,000
Families April 1, 1953 (Est.) 1,109,000—Stations in State 54

KFVS
CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc. ..... Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By ..... Hirsch Bcstg. Co.
Business-Studio Address ..... 324 Broadway
Phone Number 5-5511
Air Time ..... Full Time
News Service ..... UP
Representative ..... John E. Pearson
President ..... Oscar C. Hirsch
Station Manager ..... Ralph L. Hirsch

KGMO
CAPE GIRARDEAU—1952

Frequency: 1220 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Cape County Bcstg. Co.
Address ..... 46 N. Henderson
Phone Number 3843
General Manager ..... Richard C. Brandt
Program Director ..... William C. Brandt
Commercial Manager ..... Robert L. Schultz
Chief Engineer ..... William M. Bryan

KDMO
CARTHAGE—1947—KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Carthage Bcstg. Co.
Address ..... 1201 E. Chestnut
Phone Number 2648, 2623
Air Time ..... Full Time
News Service ..... AP
Transcription Service ..... Capitol, Keystone
Representative ..... McGillvra
Membership ..... NARTB
Station Manager ..... L. C. McKenney
Commercial Manager ..... J. I. Daly
Sales Promotion Manager ..... Edith Snyder
Program Director ..... Leon Crocker
Chief Engineer ..... George Province

KCRV
CARUTHERSVILLE—1950

Frequency: 1370 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Pemiscot Bcstg. Co.
Address ..... 106 W. 3rd St.
Phone Number 965
Transcription Service ..... Thesaurus, World
News Service ..... UP
President ..... J. E. Taylor
Gen., Sta. Mgr. ..... Robert L. Harrison
Commercial Manager ..... A. Simmons
Program Director ..... Harry A. Moreland
Chief Engineer ..... Earl Neal, Jr.

KCHI

CHILLICOTHE—1950—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Cecil W. Roberts
Address .....Farmington, Mo.
Phone Number 710
News Service .....UP
Representative.....Hil F. Best
President.....Cecil W. Roberts
General, Station Manager....Howard G. Rion
Commercial Mgr., Pgm. Dir.....R. Wayne Cox
Chief Engineer.....Donald P. O'Brien

KDKD

CLINTON—1951

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By...Clinton Bcstg. Co., Inc.
Address.....P. O. Box 113
Phone Number 233
News Service .....UP
Transcription Service .....World
Representative .....Devney
Pres., Gen. Mgr.....David M. Segal
Commercial Manager.....Bill E. Brown
Chief Engineer.....Marvin Landon

KFRU

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KFRU, Inc.
Business Address.....U. S. 40 at U. S. 63
Phone Number 4141
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service.....Lang-Worth, World
Membership .....NARTB, BAB
President.....H. J. Waters, Jr.
General Manager....Mahlon R. Aldridge, Jr.
Comm., Sales Prom. Mgr.....F. J. LeGrand
Program Director.....Shirley Bauderer
Chief Engineer.....Robert Haigh

KREI

FARMINGTON—1947

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cecil W. Roberts
Phone Number 710
Studio.....Burks Rd. & Webster St.
Air Time .....Sunrise-sunset
News Service .....UP
President.....Cecil W. Roberts
General Manager.....F. P. (Ted) Graves
Chief Engineer.....Bill Westbrook

KJCF

FESTUS—1951

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By...Jefferson County Radio & TV Co.
News Service .....UP
General Manager.....Donald M. Donze
Chief Engineer.....Russell Seals, Jr.

KFMO

FLAT RIVER—1947—MBS
GRIESEDIECK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Lead Belt Bcstg. Corp.
Business-Studio Address.....Flat River
Phone Number 1000
Air Time.....Full Time
News Service .....UP
Representative .....John E. Pearson
Membership .....BAB
President, General Manager...Oscar C. Hirsch
Station-Comm. Mgr.....James F. Collins
Program, Publicity Director...Virginia Collins
Chief Engineer.....Gilbert Collins

KFAL

FULTON—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mo. Central Bcstrs.
Address.....5th and Market
Phone Number.....1400
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB, BAB
General Manager.....Robert W. Nickles
Comm., Prom. Mgr.....L. Reed Holt
Program Director.....Roger P. Fox
Chief Engineer.....J. J. Patterson

KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By..Courier-Post Publishing Co.
Business-Studio Address ....102½ S. Main St.
Phone Number 3450
Air Time .....5:30 a.m.-12 M.
News Service .....AP
Transcription Service.....RCA Thesaurus
Representative.....John E. Pearson
Membership .....NARTB, BAB
Gen.-Sta.-Sales Prom. Mgr....Wayne W. Cribb
Commercial Manager .....P. H. Cunningham
Program, Pub. Dir.....Gene Hoenes
Chief Engineer.....Ben Parrish

KIMO

INDEPENDENCE—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Blue Valley Co.
Business-Studio Address.....310 N. Osage
Phone Number.....CL. 9815
Air Time .....Daytime
Newspaper Affiliation....Independence Daily News, Pictorial Shopper

News Service ..... AP
Membership ..... NARTB
General Manager ..... Craig Siegfried
Sta., Comm., Pgm. Mgr. ..... Harry L. Becker
Sales Prom. Mgr. ..... Robert Dawson
Publicity Director ..... Harold Ensley
Chief Engineer ..... Eldon Ryan

KWOS

JEFFERSON CITY—1937—MBS-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Capital Bcstg. Co.
Business-Studio Address .... 210-212 Monroe St.
Phone Number 6-3137
Air Time ..... Full Time
Newspaper Affiliation ..... News Tribune Co.
News Service ..... AP
Transcription Service ..... Thesaurus
President ..... R. C. Goshorn
Gen., Sta. Comm. Mgr. ..... Catherine Roer
Program Director ..... Ralph L. Rose
Chief Engineer ..... Leroy S. Hackmann

KFSB

JOPLIN—1948

Frequency: 1310 Kc. .... Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By ..... Four States Bcsters, Inc.
Business-Studio Address ..... 1027 Main
Phone Number 1310
News Service ..... UP
Transcription Service ..... World
Representative ..... Meeker
Membership ..... NARTB
President ..... Harry Easley
V.P., Gen. Mgr. ..... W. H. Clark
Program Director ..... Ed Johnson
Chief Engineer ..... Ralph Meador

KSWM

JOPLIN—1946—CBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Air Time, Inc.
Address ..... 1928 W. 13 St.
Phone Number 7260
News Service ..... UP
Transcription Service ..... World
Representative ..... William G. Rambeau
Membership ..... NARTB
Pres., Gen. Mgr., Chf. Engr. Austin A. Harrison
Sta. Mgr., Pgm. Dir. ..... Ronald Robson
Comm., Prom. Mgr. ..... John D. Whitt

WMBH

JOPLIN—1926—MBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Joplin Bcstg. Co.
Business-Studio Address ..... Frisco Bldg.
Phone Number 330
Air Time ..... Full Time
News Service ..... AP
Transcription Service ..... Thesaurus
Representative ..... Sears & Ayer
Membership ..... NARTB
Pres., Gen., Sta. Mgr. ..... D. J. Poynor
Comm. Mgr. ..... M. E. Dunn
Sales Prom. Mgr. ..... David Gregg
Program Director ..... Golda Shaunce
Chief Engineer ..... Jack Langford

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KCKN Bcstg., Inc.
Business-Studio Address .. 300 Waltower Bldg.
Phone Number ..... Victor 3864
News Service ..... AP, UP
Transcription Service .... Langworth, Standard
Representative ..... Capper Publications, Inc.
President ..... W. A. Bailey
General Manager ..... Ben Ludy
Commercial Manager ..... Joe Story
Program Director ..... George Stump
Chief Engineer ..... Lewis Dickensheets

KCMO

KANSAS CITY—1936—ABC

Frequency: 810 Kc. .... Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By ..... KCMO Bcstg. Co.
Address ..... 125 E. 31st St.
Phone Number ..... Jefferson 6789
Air Time ..... Full Time
News Service ..... AP
Transcription Service ... Thesaurus, Associated
Representative ..... Katz
Membership ..... NARTB, BAB
President ..... Tom L. Evans
General Manager ..... E. K. Hartenbower
Asst. Manager ..... C. E. Breazeal
Commercial Manager ..... R. W. Evans
Sales Prom. Mgr., Pub. Dir. ..... F. C. Strawn
Program Director ..... S. B. Tremble
Chief Engineer ..... Karl Troeglen

KFRM

KANSAS CITY—1947

Frequency: 550 Kc. ..... Power: 5000 Watts d.
Owned-Operated By ..... Midland Bcstg. Co.
Business-Studio Address ..... 222 W. 11th St.
Phone Number ..... HA. 2650
Air Time ..... Daytime
News Service ..... AP, UP
Transcription Service ..... World, Lang-Worth
Representative ..... Free & Peters
Membership ..... NARTB, BAB
President ..... Arthur B. Church
V.P., Managing Dir. ..... George J. Higgins
Sales Promotion Manager .... Harold W. Storm
Program Director ..... Rod B. Cupp
Chief Engineer ..... Ray Moler

KMBC

KANSAS CITY—1921—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Midland Bcstg. Co.
Address.....222 W. 11th St.
Phone Number.....HArrison 2650
Air Time.....5:55 a.m.-12:05 a.m.
News Service .....AP, UP
Transcription Service .....World
Representative.....Free & Peters
Membership .....NARTB, BAB
President.....Arthur B. Church
V.P., Managing Director.....George J. Higgins
Sales Promotion Mgr.....Harold W. Storm
Program Director.....Rod Cupp
Chief Engineer.....Ray Moler

KPRS

KANSAS CITY—1952

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Twin City Adv. Agency
Address.....2814 E. 23rd St.
Phone Number.....Humbolt 3100
News Service .....AP
General Manager.....Edward H. Pate
Commercial Manager.....Richard Pitts
Program Director.....Eugenia Pate
Chief Engineer.....Andrew R. Carter

WDAF

KANSAS CITY—1922—NBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....The Kansas City Star Co.
Business-Studio Address.....3030 Summitt St.
Phone Number.....Harrison 1200
Air Time.....Full Time
News Service .....AP
Transcription Service.....Standard, Thesaurus
Representative.....H. I. Christal
President.....Roy A. Roberts
General Manager.....H. Dean Fitzer
Station Manager.....V. S. Batton
Commercial Manager.....Manne Russo
Prom., Pgm., Publ. Dir.....Harry J. Kaufmann
Chief Engineer.....J. A. Flaherty

WHB

KANSAS CITY—1922—MBS

Frequency: 710 Kc. ...Power: 10,000 Watts d.; 5,000 Watts n.
Owned-Operated By .....WHB Bcstg. Co.
Business-Studio Address .....Scarritt Bldg.
Phone Number .....Harrison 1161
News Service .....AP
Transcription Service .....Associated
Representative .....John Blair & Co.
Pres., Comm. Mgr. .....Donald Dwight Davis
Gen., Sta. Mgr. .....John T. Schilling
Promotion Manager.....Dwight Davis
Program Director.....Richard Smith
Chief Engineer .....Henry Goldenberg

KBOA

KENNETT—1947

Frequency: 830 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Kennett Bcstg. Corp.
Business-Studio .....Kennett
Phone Number 8-4616
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Membership .....NARTB
President, General Manager.....Paul C. Jones
Station Manager.....C. H. Harrison
Commercial Manager.....Joe Bankhead
Program Director.....John T. Reeder
Chief Engineer.....Robert H. Conner

KIRX

KIRKSVILLE—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....North Mo. Bcstg. Co.
Business-Studio Address .....Kirksville
Phone Number 5-3781
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Gen., Sta., Comm. Prom. Mgr...Samuel A. Burk
Program Director.....Warren Hewitt
Chief Engineer .....Charles Porter

KLWT

LEBANON—1948—MBS

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address.....221 E. Commercial St.
Phone Number 1015
Air Time..... 6a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
President.....Robert C. Fields
General Manager.....O. R. Wright
Commercial Manager.....Jack A. Sellers
Program Director.....Thomas H. Miller
Chief Engineer.....E. L. Hendry

KMMO

MARSHALL—1949

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Operated By.....KMMO, Inc.
Address .....Marshall
Phone Number 40
Air Time .....Daytime
News Service .....UP
Transcription Service .....Thesaurus
General Manager.....J. M. Silvey
Sta., Comm., Prom. Mgr.....Harold Douglas
Pgm., Publ. Dir.....Fred Linder
Chief Engineer .....Bill Williams

KXEO

MEXICO—1948—MBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By.....Audrain Bcstg. Corp.
Phone Number 2340-1
Address .....Box 260
Air Time .....6:00 a.m.-12 M.
News Service .....AP
Representative .....John E. Pearson
Membership .....NARTB, BAB
President .....John Badaracco
Gen., Sta. Mgr. .....W. Earl Dougherty
Sales Promotion Manager.....Bob Sharon
Chief Engineer .....Bob Brunar

KNCM

MOBERLY—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Moberly Bcstg. Co.
Phone Number 1600
Representative .....Conwell
Transcription Service...Lang-Worth, Thesaurus
News Service .....AP
Owner, Gen. Mgr.....Jerrell A. Shepherd
Commercial Manager.....John Conwell
Program Director.....James Lipsey
Chief Engineer.....T. J. Carr

KRMO

MONETT—1950—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Carthage Bcstg. Co.
Address.....1201 E. Chestnut
Phone Number 990
Transcription Service .....Capitol
News Service .....AP
Representative .....McGillvra
Sta. Mgr., Pgm. Dir.....Floyd Stewart
Comm., Prom. Mgr.....Marion Pilant
Chief Engineer .....George Province

KNEM

NEVADA—1949—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Cecil W. Roberts
Address .....Farmington, Mo.
Air Time.....Full Time
News Service .....UP
Transcription Service .....SESAC
Representative .....Hal Best
President.....Cecil W. Roberts
Gen., Sta., Comm. Mgr...Duane W. Hoisington
Chief Engineer.....Bob McKune

KRMS

OSAGE BEACH—1952

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owner, President.....Robert M. Smith
News Service .....AP
Transcription Service .....Lang-Worth
General Manager.....Ed Gardiner
Program Director.....M. T. Gardiner
Chief Engineer.....Wally Clark

KWOC

POPLAR BLUFF—1938—KBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By...Poplar Bluff Bcstg. Co., Inc.
Transmitter Address .....KWOC Bldg.
Phone Number 3922
Air Time .....6:00 a.m.-10 p.m.
News Service .....UP
Transcription Service.....SESAC, World
Representative .....John E. Pearson
President, General Manager..A. L. McCarthy
Gen. Mgr., Prod. Dir.....Jerry J. Higley
Chief Engineer .....Donald M. Lidenton

KTTR

ROLLA—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By....."Show-Me" Bcstg. Co.
Address .....P. O. Box 567
Phone Number 380
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....Luther W. Martin
Pgm., Pub. Dir.....Wilson C. Burkhead
Sales Prom. Mgr.....Mel Lee
Chief Engineer.....Martin M. Mitchum

KFEQ

ST. JOSEPH—1923—MBS

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....KFEQ, Inc.
Business-Studio .....KFEQ Bldg.
Phone Number 3-2528
Air Time.....5:30 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Pres., Gen., Sta. Mgr.....Barton Pitts
Commercial Manager.....Glenn G. Griswold
Prom. Mgr., Pub. Dir. .....J. Ted Branson
Program Director.....E. C. Schirmer
Chief Engineer.....J. Wesley Koch

KRES

ST. JOSEPH—1946

Frequency: 1550 Kc.....Power: 5000 Watts
Owned-Oper. By..Missouri Valley Bcstg. Corp.
Business-Studio Address.....113 S. 7th St.
Phone Number 4-8346
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NARTB, BAB

President .....Basil L. Kaufmann
Gen., Sta., Comm. Mgr.....Robert S. Hix
Program Director.....William A. Vaughan
Publicity Director.....Frank Smith
Chief Engineer.....Harry L. Teegarden

KMOX

ST. LOUIS—1925—CBS-RADIO

Frequency: 1120 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
Business-Studio Address.....401 So. 12th St.
Phone Number.....Central 8240
Air Time.....Full Time
News Service.....AP, UP
Transcription Service .....Associated, Lang-Worth, Muzak
Representative.....CBS Radio Spot Sales
Membership .....BAB
President .....Adrian Murphy
Gen., Sta. Mgr.....Gene Wilkey
Commercial Manager.....Robert Hyland, Jr.
Sales Prom. Mgr.....John T. Curry
Program Director.....Mark Russell
Publicity Directmor.....P. S. Anderson
Chief Engineer.....Harry Harvey

KSTL

ST. LOUIS—1948

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Louis, Inc.
Address.....6 N. 7th St.
Phone Number .....MAin 0600
Air Time .....Daytime
News Service .....UP
Representative .....Forjoe
Membership .....NARTB, BAB
Pres., Gen. Mgr.....William E. Ware
Asst. Manager .....Dick J. Kasten
Commercial Manager.....William A. Knight
Program Director.....Tony Glenn
Sales Prom. Mgr.....James D. Neiswander
Publicity Director .....Dolores J. Ryan
Chief Engineer .....Edward B. Bench, Jr.

KWK

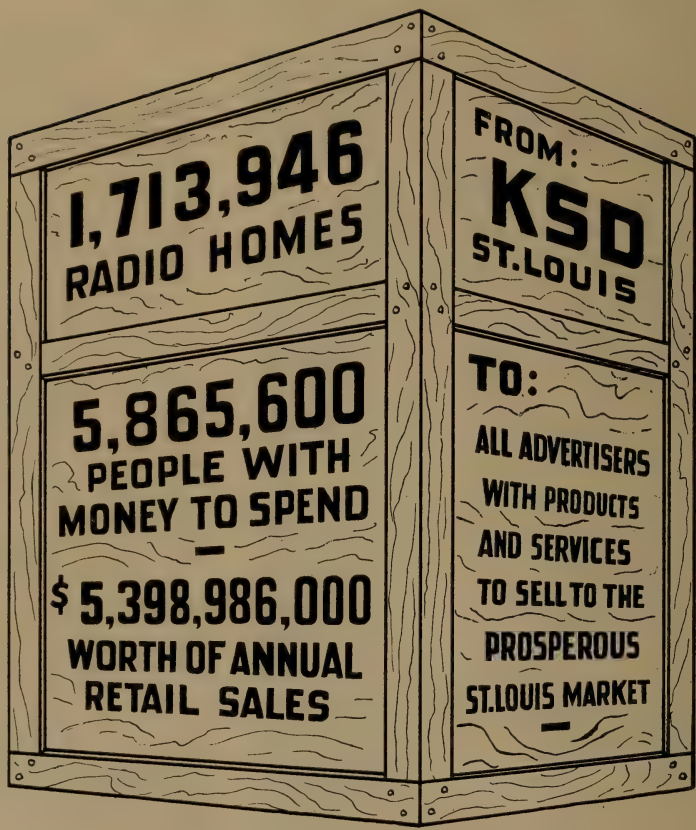
ST. LOUIS—1927—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....KWK, Inc.
Bus.-Studio Address.....12th & Cole St.
Phone Number.....Main 9100
Air Time.....5:30 a.m.-M.
Newspaper Affiliation.....St. Louis Globe-Democrat
News Service .....AP
Representative .....Katz
President, General Mgr.....Robert T. Convey
Station Manager.....Ray E. Dady
Commercial Manager.....V. E. Carmichael
Program Director .....John W. Tinnea
Prom., Publ. Director.....Fred J. Mueller
Chief Engineer.....N. J. Zehr

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

THE PRIZE* PACKAGE OF THE ST. LOUIS MARKET



*KSD has the LARGEST daytime half-millivolt coverage area of any radio station in ST. LOUIS!

●

KSD

5000 WATTS ON 550 KC
DAY AND NIGHT

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: FREE & PETERS, Inc.

NBC NETWORK · AP NEWS · TELEVISION AFFILIATE: KSD-TV

KSD

ST. LOUIS—1922—NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By..The Pulitzer Publishing Co.
Business-Studio Address.....1111 Olive St.
Phone Number.....Main 1111
News Service .....AP
Transcription Service.....World, Thesaurus
Representative.....Free & Peters
Membership .....NARTB
President .....Joseph Pulitzer
General Manager.....George M. Burbach
Sales Manager.....Arthur J. Casey
Program Director.....Harold Grams
Commercial Manager.....Edward W. Hamlin
Promotion Manager .....David Pasternak
Chief Engineer .....J. E. Risk

KXLW

ST. LOUIS—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By...St. Louis County Bcstg. Co.
Bus.-Studio Address.....8135 Forsythe Blvd.
Phone Number.....Delmar 1320
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Bolling
Membership .....NARTB, BAB
President.....John W. Kluge
General Manager.....Les Ware
Commercial Manager.....Edward W. Pape
Program Director.....George Wood
Chief Engineer.....Wallace E. St. Vrain

KXOK

ST. LOUIS—1938—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....KXOX, Inc.
Business-Studio Address.....12th & Delmar
Phone Number.....CHestnut 6000
News Service.....AP, UP
Transcription Service....Associated, Standard
Representative .....John Blair
Membership .....NARTB
President .....Elzey Roberts
General Manager.....C. L. Thomas
Asst. to Gen. Mgr. .....Bruce Barrington
Sales Manager.....V. N. Springgate
Sales Promotion Manager....Foster H. Brown
Program Director.....Elmer Muschany
Publicity Director.....Mary Williamson
Chief Engineer.....Arthur F. Rekart

WEW

ST. LOUIS—1921

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The St. Louis University
Address.....3642 Lindell Blvd.
Phone Number.....FRanklin 5665
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Gill-Keefe & Perna
President (St. Louis U.)
Very Rev. Paul C. Reinert, S.J.
General Manager.....Geo. A. Volz
Commercial Manager.....Ray Korpowicz
Program Director.....Lambert Kaimen
Chief Engineer.....Joseph A. Volk

WIL

ST. LOUIS—1922

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Missouri Bcstg. Corp.
Business-Studio Address.....Hotel Chase
Phone Number.....Rosedale 6200
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....John E. Pearson
Pres., Gen. Mgr. .....L. A. Benson
Station Manager.....R. M. Hetheringaon
Commercial Manager.....Nick Pagliara
Program Director .....Edward M. Galloway
Publicity Director.....Marilyn Rohan
Sales Prom. Mgr.....Le Chapman
Chief Engineer.....L. A. Benson

KSGM

STE. GENEVIEVE—1947—KBS

Frequency: 980 Kc.....Power: 500 Watts
Owned-Oper. By.....Donze Enterprises, nc.
Bus.-Studio Address.....410 Merchant St.
Phone Number 580
Air Time.....6 a.m.-10 p.m.
News Service .....UP
President, General Manager....Elmer L. Donze
Chief Engineer.....Murel L. Rose

KDRO

SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Milton J. Hinlein
Bus.-Studio Address.....2100 W. Broadway
Phone Number 4004
Representative .....Forjoe
President.....Milton J. Hinlein
General Manager.....Herbert W. Brandes
Commercial Manager.....James F. Glenn
Chief Engineer.....Robert J. Smith

KSIM

SIKESTON—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owner-Oper....Sikeston Community Bcstg. Co.
Bus.-Studio-Transmitter Address..Hway. 60 W.
Phone Number 1
News Service .....AP
Transcription Service .....Standard
President.....Lyman R. Bowman, Jr.
Sta., Comm., Prom. Mgr..Richard L. Watkins, Jr.
Commercial Manager.....John W. Shain
Chief Engineer.....Ralph L. Hirsch

KGBX

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Springfield Bcstg. Co.
Bus.-Studio Address.....605 Boonville Ave.
Phone Number 4-2822
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NARTB
President.....T. W. Duvall
Gen., Sta. Mgr.....J. Gordon Wardell
Commercial Manager.....Homer Tindle
Program Director.....Carl Fox
Pub., Prom. Dir.....Dudley Morris
Chief Engineer.....E. Dennis White

KICK

SPRINGFIELD—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Kickapoo Prairie Bcstg. Co.
Address.....610 College St.
Phone Number 4-1561
Air Time.....Full Time
News Service .....UP
Transcription Service.....Standard, SESAC
Representative .....McGillvra
Membership .....BAB
President.....Floyd W. Jones
General Manager.....L. C. McKenney
Commercial Manager.....Richard Bradley
Asst. Mgr., Pgm. Dir.....Welcome Stanton
Sales Prom. Mgr.....Robert Vinyard
Publicity Director.....Richard Hainline
Chief Engineer.....Charles Grayston

KTTS

SPRINGFIELD—1941—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Independent Bcstg. Co.
Address.....P. O. Box 1716 S. S. S.
Phone Number 2-7474
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NARTB
President.....J H. G. Cooper
General Manager.....G. Pearson Ward
Commercial Manager.....Bob Burke
Program Director.....Wendel Smith
Chief Engineer.....William F. Curry

KWTO

SPRINGFIELD—1933—ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Ozarks Bcstg. Co.
Business-Studio Address.....606 St. Louis St.
Phone Number 2-4422
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NARTB
Pres., Gen. Mgr.....Ralph D. Foster
Asst. Gen. Mgr.....Leslie L. Kennon
Commercial Manager....Raymond M. Keltner
Program Director.....Lou Black
Publicity Director.....Bill Bailey
Chief Engineer.....Fritz Bauer

KWRE

WARRENTON—1949—KBS

Frequency: 730 Kc.....Power: 500 Watts d.
Owned-Operated By.....W. T. Zimmerman
Address .....Warrenton
Phone Number 398
News Service .....UP
Transcription Service .....RCA
Representative.....Continental, Conwell Co.
Pres., Gen. Mgr. .....W. T. Zimmerman
Commercial Manager .....Leo Waters
Chief Engineer.....Bob Roberts

KWPM

WEST PLAINS—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Robert F. Neathery
Address.....E. Abe Taylor Blvd.
Phone Number 700
News Service .....AP
Transcription Service .....Standard
General Manager.....Robert F. Neathery
Commercial Manager....Fritze Williams Dixon
Program Director.....John Billingsley
Consulting Engineer.....Fred Grimwood

GIVE to the RED CROSS

MONTANA

Pop. April 1, 1953 (Est.) 630,000—Total Housing Units 196,000
Families April 1, 1953 (Est.) 180,000—Stations in State 25

KANA
ANACONDA—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Mosby's, Inc.
Business Address.....Box 1470, Missoula
Phone Number.....Missoula 7668
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....BAB
President.....A. J. Mosby
Program Director.....Helen M. Ryan
Comm. Mgr., Ch. Engr.....E. G. Rinn

KBMY
BILLINGS—1946
MBS-INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Billings Bcstg. Co.
Business Address.....Box 2124
Phone Number 3-3838
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service..Associated, Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President .....Rockwood Brown
Gen., Sta. Mgr.....Ken Nybo
Comm., Sales, Prom. Mgr.....LeRoy Swecker
Pgm., Pub. Dir.....Chaarles Du Bois
Chief Engineer.....Theodore Hildebrand

KGHL
BILLINGS—1928—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northwestern Auto Supply Co.
Business-Studio Address.....5th & N. B'way
Phone Number 2-2222
News Service .....UP
Trans. Serv.....World, Standard, SESAC
Representative .....Katz
Membership .....BAB
President.....Col. Walter E. Schott
Gen., Comm. Mgr.....Edward Yocum
Station Manager.....V. Braunberger
Sls. Prom. Mgr.....Ward Crowley
Program Director.....Harry Turner
Publicity Director.....Warren Marshall
Chief Engineer.....Jeff A. Kilchli

KOOK
BILLINGS—1951—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Montana Network
Address.....P. O. Box 1712
Phone Number 9-5970
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Weed
Membership .....NARTB
President.....C. L. Crist
Station Manager.....V. V. "Bud" Clark
Commercial Manager.....Jerry Moen
Program Director.....Ed Peiss
Chief Engineer.....Grant French

KBMN
BOZEMAN—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Penn Engrg. Co.
Address .....Box 691
Phone Number 2105
Transcription Service .....Associated
News Service .....UP
Membership .....NARTB
President.....Mrs. Lura B. Penwell
General Manager.....G. Norman Penwell
Commercial Manager.....Dan Snyder
Pub., News Dir.....Ralph Evans
Chief Engineer.....Ed Kolman

KXLQ
BOZEMAN—1939—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KRBM Bcsters, Inc.
Business Address.....Bozeman
Phone Number 1420
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Walker
Pres., General Mgr.....Ernest A. Neath
Commercial Manager.....T. H. Peterson
Program Director.....Beverly Coulston
Publicity Director.....James M. Gidley
Chief Engineer.....James G. Rufus

KBOW
BUTTE—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Copper City Radio Co.
Address.....720 Yale Ave.
Phone Number 7429
President .....Frank Reardon

KOPR
BUTTE—1948—ABC-MBS
INTERMOUNTAIN

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Copper Bcstg. Co.
Business-Studio Address.....Hotel Finlen
Phone Number 6546
Air Time.....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodell

President.....Frank C. Carman
General Manager.....Ed Cooney
Commercial Manager.....G. W. Chance
Program Director.....Jim Harrold
Chief Engineer.....Jim Foster

KXLF

BUTTE—1929—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Address.....Box 1956
Phone Number.....2-2344
News Service.....AP, UP
Transcription Service.....MacGregor
Representative.....Walker; Pacific No. West
Pres., Gen. Mgr.....E. B. Craney
Station, Comm. Mgr.....Arne E. Anzjon
Promotion Manager.....Frank Field
Publicity Director.....Vern Totten
Chief Engineer.....W. J. Provis

KXGN

GLENDIVE—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Lewis Wiles Moore
Address.....314 McDougal
Phone Number.....537-J
Transmitter Location.....S. Pearson Ave.
News Service.....AP
Transcription Service.....Capitol
Owner.....Lewis Wiles Moore
General Manager.....Daniel C. Palen
Commercial Manager.....M. M. Schlasner
Program Director.....Jaqueline Bartram
Chief Engineer.....Don Powers

KFBB

GREAT FALLS—1922—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....Buttrey Bcst., Inc.
Bus.-Studio Address..607 First Natl. Bank Bldg.
Phone Number.....4377
News Service.....UP
Transcription Service.....World
Representative.....Weed
Membership.....NARTB, BAB
President.....J. P. Wilkins
Commercial Manager.....W. C. Blanchette
Chief Engineer.....Wilbur L. Myhre

KMON

GREAT FALLS—1948—MBS ABC-INTERMOUNTAIN

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Montana Farmer Bcstg. Co.
Business Address.....Tribune Bldg.
Phone Number.....4382
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Avery-Knodel
President.....Lester Cole
Gen., Prom. Mgr.....Robert H. Warner
Commercial Manager.....Frank W. Kaull
Program Director.....Mel Hallock
Chief Engineer.....Eugene B. Bunker

KXLK

GREAT FALLS—1947—NBC-Z NET

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Great Falls Bcstg. Co.
Bus.-Studio-Transmitter Address..Smelter Ave.
Phone Number.....2-2453
Representative.....Walker
President.....Barclay Craighead
General Manager.....T. L. Frayling
Chief Engineer.....Eugene Kirkkola

KOJM

HAVRE—1947—MBS

Frequency: 610 Kc.....Power: 1000 Watts d.
Owned-Operated By..No. Montana Bcstg. Co.
Business-Studio Address.....Box 70
Phone Number.....1096-7
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Capitol
Representative.....Cooke, Inc., Avery-Knodel
President.....O. R. Rubie
General, Sta. Mgr.....Charlotte H. Brader
Commercial Manager.....Lyle Leeds
Program Director.....James R. Saenger
Publicity Director.....Carl Lawrence
Chief Engineer.....George H. Bauer

KCAP

HELENA—1949—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Lewis & Clark Bcstg. Corp.
Address.....1705 Jerome Pl.
Phone Number.....4030
News Service.....UP
President.....E. P. Maronick
General Manager.....K. O. MacPherson
Commercial Manager.....C. E. Sullivan
Chief Engineer.....Dean Mack

KXLJ

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Peoples Forum of the Air
Address.....P. O. Box 797
Phone Number.....1240
News Service.....UP
President.....A. T. Hibbard
General Manager.....Barclay Craighead
Commercial Manager.....Carl Argabrite
Program Director.....Gene Hogan
Chief Engineer.....Ralph Gassler

KGEZ
KALISPELL—1927

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....Donald C. Treloar
Business-Studio Address.....7 Main St.
Phone Number 331-2
Air Time .....Unlimited
News Service .....UP
Transcription Service. World, SESAC, Standard
Membership .....NARTB, BAB
Pres., Gen. Sta. Mgr.....Donald C. Treloar
Sales Prom. Mgr.....Robert Bennett
Prog., Prod. Dir.....Norm Fisher
Chief Engineer.....Paul Johnston
Consulting Engineer.....Al Sparling

KXLO
LEWISTOWN—1947—MBS INTERMTN. NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....W. G. Kelly
Bus.-Studio-Transmitter Address....E. Main St.
Phone Number 1210
News Service .....UP
Transcription Service .....World
President.....William G. Kelly
General Manager.....Marlin T. Obie
Chief Engineer .....David Sather

KLCB
LIBBY—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Lincoln County Bcstrs. Inc.
Address.....P. O. Box 636
General Manager.....O. G. Coburn
Commercial Manager..Mary Elizabeth Coburn
Chief Engineer.....William R. McCoy

KPRK
LIVINGSTON—1947—MBS INTERMTN.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Yellowstone Amuse. Co.
Business Address .....Box 691
Transcription Service .....World
Pres., Gen. Mgr.....Paul B. McAdam
Commercial Manager.....Jack Hinman
Program Director.....Gerald Tyo
Chief Engineer.....Edwin Woods

KRJF
MILES CITY—1941—KBS MBS-INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Business Address.....15 N. Sixth St.
Phone Number 1340
Newspaper Affiliation....."Daily Star"
News Service .....UP
President .....Sarah Scanlan
Membership .....NARTB, BAB
President .....Sarah Scanlon
Gen., Sta. Mgr.....Ian A. Elliot
Commercial Manager.....Fred B. Hunnes
Sales Prom. Mgr.....James G. Backlin
Program Director.....Earl L. Dahlstrom
Publicity Director.....Thomas Biedrzycki
Chief Engineer.....Edwin Olmstead

KGVO
MISSOULA—1931—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Mosby's, Inc.
Bus.-Studio Address.....Radio Central Bldg.
Phone Number 2155
Air Time .....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Gill-Keefe-Perna
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr. .....A. J. Mosby
Commercial Manager.....Roy Vance
Program Director.....Don Bradley

KXLL
MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Montana Assoc.
Business Address.....Box 1503
Phone Number 4114
Air Time.....6 a.m.-M.
News Service.....AP, UP
Representative .....Walker
Pres., Gen., Sta. Mgr.....Pat M. Goodover
Commercial Mgr. .....Bob Gillis
Program Director.....Bill Strothman
Chief Engineer.....Bruce Hamilton

KIYI
SHELBY—1946—KBS-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Tri County Radio Corp.
Phone Number 560
News Service .....UP
Representative .....Cooke
Membership .....NARTB
President.....John J. Hurley
General Manager.....John Lyon
Chief Engineer.....George Potter

KGCX
SIDNEY—1926—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....E. E. Krebsbach
Phone Number 408
News Service .....AP, UP
Transcription Service.....Capitol, Associated
Representative .....Lawson
Pres., Gen. Mgr.....E. E. Krebsbach
Station Manager.....Keith Krebsbach
Chief Engineer.....O. H. Halvorson

NEBRASKA

Pop. April 1, 1953 (Est.) 1,412,000—Total Housing Units 419,000
Families April 1, 1953 (Est.) 381,000—Stations in State 24

KCOW

ALLIANCE—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Sandhills Bcstg. Corp.
Trans. Address.....1030 W. 3rd St.
Phone Number 1300
Air Time .....6:30 a.m.-10:30 p.m.
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB
President .....Hansford Jaggers
General Manager.....Gene Ackerley
Program Director.....Erv Jensen

KWBE

BEATRICE—1949—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blue Valley Bcstg. Co.
Address .....112½ North 6th St.
Phone Number 1245
News Service .....AP
Transcription Service .....Cole Thesaurus
Representative .....Gill-Keefe-Perna
Membership .....NARTB
Comm., Sales Prom. Mgr.....Bud Pentz
Program Director.....Larry Prybyl
Publicity Director.....Marge McGavren
Chief Engineer .....Wilbur R. Emerson

KCNI

BROKEN BOW—1949

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....Custer County Bstg. Co.
Address .....Box 561
Air Time .....Unlimited
Mgr., Chief Engr.....Bud Crawford
Commercial Manager....Georgia A. Crawford

KJSK

COLUMBUS—1948—KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....George Basil Anderson
Business Address.....Box 488
Phone Number 5154
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....Biddick, Continental
Transcription Service.....World, SESAC, Thesaurus
Pres., Gen. Sta. Mgr....George Basil Anderson
Commercial Manager .....Milo Kincaid
Program Director.....Florence L. Anderson
Chief Engineer.....Max Reeves

KFGT

FREMONT—1939—MBS

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By....Walker Newspapers, Inc.
Business-Studio Address.....118 E. 5 St.
Phone Number 1060
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Lester A. Walker
Station Manager.....James D. Milliken, Jr.

KMMJ

GRAND ISLAND—1925—ABC

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Town & Farm Co., Inc.
Business-Studio Address....Division at Cedar
Phone Number 703-4
Air Time .....Daytime
News Service .....UP
Transcription Service.....SESAC, Thesaurus
Representative .....H-R
President .....Don Searle
V.P. & General Manager.....Bill Martin
V.P. & Regional Sales Mgr.....Rex Lathen
Program Director.....Ed. Meyer
Sales Promotion Manager...Quintin McCredie
Chief Engineer.....U. L. Lynch

KHAS

HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Nebraska Bcstg. Co.
Trans. Address .....Tribune Bldg.
Phone Number 2-5101
Air Time .....6 a.m.-12 M.
News Service .....INS
Transcription Service .....Thesaurus
Membership .....NARTB
President .....Fred A. Seaton
Gen., Sta. Mgr.....Duane L. Watts
Commercial Manager.....Raymond Bartlett
Pub., Prod., Prog. Dir. .....Lloyd O. Thomas
Chief Engineer.....Duane B. Allison

KGFW

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Central Neb. Bcstg. Corp.
Business-Studio Address..Federal Annex Bldg.
Phone Number.....Business, 2-3541
News Service .....UP
Transcription Service .....World
Representative .....Hal Holman
Pres., Sta. Mgr.....John W. Yeager, Jr.
Sales Prom. Mgr.....Lyle Richardson
Program Director.....Elen Selah
Chief Engineer.....Jack Lewis

KRVN

LEXINGTON—1950

Frequency: 1010 Kc....Power: 25,000 Watts d.
Owned-Oper. By.....Nebraska Rural Radio
Address.....104 W. 8th St.
Phone Number 716
Transcription Service .....Standard
News Service .....AP
Membership .....NARTB
President.....Jay A. Person
General Manager.....Max Brown
Commercial Manager.....Dan Bellus
Program Director.....Gary Schroeder
Chief Engineer.....Robert Bitner

KFOR

LINCOLN—1924—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cornbelt Bcstg. Corp.
Business-Studio Address..Sixth Fl., Stuart Bldg.
Phone Number 2-6965
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Standard
Representative .....Edward Petry
Membership .....NARTB, BAB
President .....James Stuart
Gen., Sta. Mgr.....George X. Smith
Commercial Manager.....Robert Methany
Prom., Pub. Dir.....Ken Greenwood
Program Director.....Avrun Bondarin
Chief Engineer.....Charles W. Winkler

KLMS

LINCOLN—1949

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Lincoln Bcstg. Corp.
Address.....130 N. 16th St.
Phone Number 2-7579
President.....Howard A. Shuman
General Manager.....J. Russell Joynt

KOLN

LINCOLN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Cornhusker Radio & Television Corp.
Business-Studio Address.....212 Federal Securities Bldg.
Phone Number 2-7218
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Pearson
President.....E. M. O'Shea
V.P., Gen. Mgr.....Harold E. Anderson
Comm., Sales Prom. Mgr.....Otis H. Seegler
Program Director.....William L. Lucas
Publicity Director .....Twila Walker
Chief Engineer.....M. J. Korinek

A "pitch" that hits "home" everytime

Hits the Farm and City Home
in the Rich Blue Valley...

MUTUAL BROADCASTING SYSTEM
1450 ON EVERYBODY'S DIAL...

NATIONAL REPRESENTATIVE—
GILL - KEEFE AND PERNA
654 MADISON AVE., NEW YORK, N. Y.

KWBE
BEATRICE,
NEBRASKA...

KBRL

McCOOK—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....The McCook Bcstg. Co.
Bus.-Transmitter Address...Hway. 83 & "J" St.
Phone Number 1450
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....Standard
Representative .....McGillvra
Membership .....NARTB, BAB
Pres., Gen. Mgr. and Chief Engineer
Le Roy W. Lenwell
Program Director.....Gilbert Mitchell

WJAG

NORFOLK—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Huse Publ. Co.
Bus.-Studio Address.....527 Norfolk Ave.
Phone Number 20
Newspaper Affiliation.....'Daily News"
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Membership .....NARTB, BAB
President.....E. F. Huse
Station Manager .....Bob Thomas
Commercial Manager.....Vernon Stedry
Program Director.....Glen Hixson
Prom. Mgr., Pub. Dir.....Evans Meier
Chief Engineer.....Frank Wiedenbach

KNBR

NORTH PLATTE—1952

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.....John Townsend
Address.....212 N. Jeffers St.
Phone Number 174
News Service .....UP
Transcription Service.....Thesaurus, SESAC
Representative .....Indie Sales
Owner .....John Townsend
General Manager.....Emil Odean

KODY

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station KODY
Bus.-Studio-Transmitter Address..1521 W. 12th
Phone Number 382
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative .....Meeker
Membership .....NARTB
Gen., Sta. Mgr.....John Alexander
Program Director.....Bill Wood
Commercial Manager.....Joe di Natale
Chief Engineer.....Jay Blakesley

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Add.....676 World Ins. Bldg.
Phone Number.....JAckson 8282
Air Time .....6:30 a.m.-12 M
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB
Pres., Gen. Mgr., Chief Eng.....Paul R. Fry
Station Manager.....Richard E. Welna
Commercial Manager.....Ernest S. Priesman

KFAB

OMAHA—1924—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Operated By.....KFAB Bcstg. Co.
Business-Studio Address....620 Farnam Bldg.
Phone Number.....Ja. 3420
Newspaper Affiliation.....'Journal & Star"
(Lincoln)
Air Time.....24 Hrs.
News Service .....AP
Transcription Service .....SESAC
Representative.....Free & Peters
Membership .....NARTB
Chairman of Board.....Joe W. Seacrest
President.....Fred S. Sidles
Gen., Sta. Mgr.....Harry Burke
Commercial Mgr.....Harold Soderlund
Prom., Pub. Mgr.....Don Shoemaker
Program Director.....Lyell Bremser
Chief Engineer.....Art Stewart
News Director .....Carl Uhlarik
Musical Director.....Alene McKinney
Transmitter Engineer.....Art Stewart
Farm Editor.....W. E. Macdonald
Consulting Engineer .....George Davis

KOIL

OMAHA—1925—ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Central States Bcstg. Co.
Business-Studio Address.....511 So. 17th St.
Phone Number.....JAckson 7626
Air Time.....Full Time
News Service.....AP, INS
Transcription Service.....Capitol, Standard
Representative .....Edward Petry
Membership .....NARTB, BAB
President .....James Stuart
Gen., Sta., Comm. Mgr.....Arden E. Swisher
Sales Promotion Manager.....Jack Keiner
Pgm., Pub. Dir.....Bill Talbot
Chief Engineer.....Charles W. Winkler

AP SELLS

For Stations and Sponsors—

For instance . . . KFOR

"AP newscasts are consistent Hooper leaders in our market. We consider them most important in gaining and holding our listening audience. And AP newscasts stay sold; they are seldom available to a new sponsor. We have a waiting list for AP news—the news that sells in this metropolitan market!"

GEORGE X. SMITH,
Vice-President and Manager,
KFOR, Lincoln, Nebraska

KOWH

OMAHA—1922

Frequency: 660 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Mid-Continent Bcstg. Co.
Business-Studio Address.....15th & Farnam
Phone Number.....Atlantic 2228
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Bolling
Membership .....NARTB
President.....Robert H. Storz
Sta., Gen. Manager.....Todd Storz
Sales Promotion.....G. William Armstrong
Program Director.....Virgil Sharpe
Publicity Director.....J. F. O'Niell
Chief Engineer.....Dale Moudy

WOW

OMAHA—1923—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Meredith WOW, Inc.
Business-Studio Address..280 Insurance Bldg.
Phone Number.....Webster 3400
Air Time .....Unlimited
News Service .....AP
Transcription Service.Standard, World, SESAC
Representative .....John Blair
Membership .....NARTB
Chariman of Board.....Fred Mohen
President.....E. T. Meredith, Jr.
General Manager.....Frank P. Fogarty
Sales Manager.....Bill Wiseman
Program Director.....Ray Olson
Chief Engineer.....William J. Kotera

KNEB

SCOTTSBLUFF—1948—MBS INTERMOUNTAIN

Frequency: 970 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By....Platte Valley Bcstg. Corp.
Business-Studio Address....Golden Rule Bldg.
Phone Number 1620
Air Time.....5:30 a.m.-12:30 a.m.
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
Representative .....Hal Holman
Membership .....NARTB
President.....John R. Jirdon
General-Station Mgr.....Russ M. Stewart
Comm., Prom. Manager.....Byron Joachim
Program Director.....Duke Whitfield
Publiicty Director.....Jim Kithcart
Chief Engineer .....Leslie A. Proctor

KOLT

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....The Hilliard Co.
Address .....1517½ Bway
Phone Number 858
Air Time .....6 a.m.-12 M.
News Service .....UP
Representative .....Gill-Keefe-Perna
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr. .....L. L. Hilliard
Commercial Manager.....Tony Kehl
Program Director.....Virl Davis
Chief Engineer .....Harland A. Morrison

KSID

SIDNEY—1952—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sidney Bdcstg. Co.
Address .....Legion Park
Phone Number 5503
News Service .....UP
Representative .....McGillvra
Pres., Chief Eng.....W. C. Grove
Gen., Com. Mgr.....Max Young
Program Director.....Marilyn Harper

NEVADA

Pop. April 1, 1953 (Est.) 173,000—Total Housing Units 58,000
Families April 1, 1953 (Est.) 51,000—Stations in State 10

KELK

ELKO—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Elko Bcstg. Co.
Address.....P. O. Box 790
Phone Number 260
Ar Time.....Full Time
News Service .....UP
President .....Chris Sheerin
General Manager.....John J. Gammick
Program Director.....Bob Vizina
Chief Engineer.....Roy Gallagher

KELY

ELY—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....White Pine Bcstg. Co.
Address .....Box 1088
Phone Number 2077
Transcription Service .....World
News Service .....INS
Co-Mgr., Chief Engr.....D. I. Hansen
Co-Manager.....D. V. Bradley

KENO
LAS VEGAS—1940—ABC

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Nevada Bcstg. Co.
Business Address.....Box 1310
Phone Number 1400
Air Time.....5 a.m.-1:30 a.m.
News Service .....INS
Representative.....W. S. Grant
Pres., Gen.-Sta. Manager.....Maxwell Kelch
Commercial Mgr.....Thompson Magowan
Prog., Prod., Pub. Dir.....Ken O'Connell
Chief Engineer.....R. O. Dow

KLAS
LAS VEGAS—1948—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Las Vegas Bctrs., Inc.
Address .....Desert Inn, P. O. Box 1510
Phone Number 4646
Air Time.....Full Time
Representative.....Weed & Co.
Membership .....BAB
Pres., Gen. Mgr.....Fred Stoye
Commercial Manager.....Carl Paige
Sales Promotion Manager.....Maxine Lunt
Program Director.....John Ryken
Publicity Director.....Jewel Woods
Chief Engineer.....Gregg Gelhart

KORK
LAS VEGAS—1951—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Vegas Valley Bcstg. Co.
Address .....Hotel Thunderbird
Phone Number 6500
News Service .....UP
Representative .....Geo. P. Hollingbery
President .....David McKay
Station Manager.....Roland B. Vaile
Chief Engineer.....Bill Binford

KRAM
LAS VEGAS—1946—MBS-KBS INTERMOUNTAIN

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Boulder City Bcstg. Co.
Address.....P. O. Box 1712
Phone Number 920
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Station Representative .....Avery-Knodel
President.....Edward J. Jansen
Commercial Manager.....Lester Seiffer
Program Director.....Martin Black
Publicity Director.....Patricia Healy
Chief Engineer.....Fred Young

KATO
RENO—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Sierra Bcstg. Co.
Business-Studio Address.....Box 2231, Mapes Hotel
Phone Number 2-4501
Air Time.....Full Time
Representative.....John E. Pearson, Western
Transcription Service .....MacGregor
Membership .....NARTB, BAB
Pres., Chief Engr.....R. K. Wittenberg
Sta., Gen. Mgr.....Robert L. Stoddard
Commercial Manager.....Robert S. Hughes

KOH
RENO—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts d., 1000 n.
Owner.....McClatchy Bcstg. Co.
Business-Studio Address....143 Stevenson St.
Phone Number 3-5106
Air Time.....Day Time
News Service .....UP
Newspaper Affiliation.....McClatchy Papers
Transcription Service .....Capitol
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President .....Eleanor McClatchy
Station Manager.....Hewitt Kees
Program Director.....Bruce Branson
Chief Engineer.....Wesley Craig

KOLO
RENO—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Reno Bcstg. Co.
Business-Studio Address.....33 Sierra St.
Phone Number 2-4516
Air Time.....6 a.m.-M.
News Service .....UP
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President .....Dave McKay
General-Station Manager.....H. G. Wells
Commercial Manager.....Howard Doyle, Jr.
Sales Prom. Mgr.....Gene McKenna
Program Director.....William Ruff
Publicity Director.....Marjorie Newton
Chief Engineer.....Merle Peterson

KWRN
RENO—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KWRN, Inc.
Business-Studio Address.....Box 76
Phone Number 3-6156
Air Time.....Full Time
News Service .....UP
Membership .....BAB
Pres., Gen. Mgr.....Franz J. Robischon
Commercial Manager.....Frank McLaurin
Chief Engineer.....Walt Rees

NEW HAMPSHIRE

Pop. April 1, 1953 (Est.) 567,000—Total Housing Units 193,000
Families April 1, 1953 (Est.) 158,000—Stations in State 12

WMOU
BERLIN—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper.....White Mtns., Bcstng. Co.
Address.....40 Main Street
Phone Number 1797-8
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Kettell-Carter, Radio Reps.
Membership .....NARTB, BAB
President .....John W. Guider
General Manager.....Wendell C. MacKenzie
Chief Engineer.....Herschel M. Howe

WTSV
CLAREMONT—1948—ABC
GRANITE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg. Co.
Trans. Address.....155 Front St., Manchester
Phone Number 4-4075
News Service .....UP
Representative .....Borgotti
President.....William J. Barkley
General Manager.....Ralph Gottlieb
Comm., Sta. Mgr.....F. Richard Hill
Program Director.....J. V. Shaw
Chief Engineer.....A. Davis

WKXL
CONCORD—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Capitol Bcstng. Co.
Business-Studio Address.....Eagle Hotel
Phone Number 4180
Air Time.....Full Time
News Service .....AP
Representative....Adam Young, Kettel-Carter
President.....Henry R. Silver
Station Manager.....Tom Frank
Commercial Manager.....William C. Engel
Sales Prom. Mgr.....Harold Learned
Chief Engineer.....Robert Wright

WTSL
HANOVER-LEBANON—1950
GRANITE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.Granite State Bcstg. Co., Inc.
Address.....155 Front St.
Phone Number 1040
Representative .....Bolling
News Service .....UP
President.....William J. Barkley
General Manager.....Henry Lewis
Chief Engineer.....William Heiser

WKNE
KEENE—1926—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKNE Corp.
Address.....17 Dunbar St.
Phone Number 2080
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Meeker, Kettell-Carter
Membership .....NARTB, BAB
President.....Joseph K. Close
Gen., Sta., Comm. Mgr.....Frank B. Estes
Sales Prom. Mgr., Pub. Dir.....Ted B. Sawyer
Program Director.....Howard E. Wheelock
Chief Engineer.....Ernest Robarge

WLNH
LACONIA—1922—MBS-KBS
YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Bcstg. Corp.
Business-Studio Address.....635 Main St.
Phone Number 2-300
Air Time .....Unlimited
News Service .....AP
Representative .....Kettell-Carter, Grant
President .....Genevieve Wingate
Gen., Sta. Mgr.....Arthur Rothafel
Commercial Manager.....Sydney Clarke
Program Director.....Irving W. Kaiser
Chief Engineer.....Walter Avery

WFEA
MANCHESTER—1932—CBS

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....N. H. Bcstg., Inc.
Business-Studio Address.....286 Franklin St.
Phone Number 5-5491
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Adam J. Young, Jr., Kettell-Carter
President .....Morris Silver
Gen., Sta. Mgr.....Warren H. Journay
Commercial Manager.....Saul Gross
Program Director.....Francis Finning
Chief Engineer.....Reginald Schow

WKBR
MANCHESTER—1946
GRANITE STATE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg., Inc.
Address.....155 Front St.

Phone Number 44075
Air Time.....6 a.m.-11:30 p.m.
President.....W. J. Barkley
Program Director.....William Carlisle
Chief Engineer.....Royston Phillips

WMUR

MANCHESTER—1941—ABC

Frequency: 610 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....The Radio Voice of New Hampshire, Inc.
Business-Studio Address.....1819 Elm St.
Phone Number 5-5788
News Service .....UP
Air Time.....6 a.m.-M.
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, BAB
President.....Hon. Francis P. Murphy
Sta., Comm., Gen. Mgr.....Hervey Carter
Program Director.....Bernie Mack
Chief Engineer.....Vincent Chandler

WOTW

NASHUA—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location.....Lund Rd.
Phone Number 5000
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative .....Bertha Bannan, Walker
Pres., Gen. Mgr.....Arthur A. Newcomb
Pres., Pgm. Dir.....Paul Keefe
Publicity Director.....Al Carter
Chief Engineer.....Harry Hanfield

WHEB

PORTSMOUTH—1932—MBS

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WHEB, Inc.
Phone Number 4080
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative .....Kettel-Carter, Walker
Pres., Gen. Mgr.....Charles M. Dale
Commercial Manager.....Jack Kane
Sales Promotion.....Walt Emery
Program Dir.....Lucien Dumont
Chief Engineer.....Anthony Vaccaro

WWNH

ROCHESTER—1948
GRANITE STATE

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By....Strafford Bcstg. Corp.
Address.....Rochester Hill Rd.
Phone Number 1400-1
Air Time .....Sunrise-Sunset
News Service .....UP
Representative .....Borgati
Membership .....NAB
Pres., Gen. Mgr.....A. J. K. Malin
Commercial Mgr.....M. C. Ball
Program Dir.....George Michael
Station Manager.....H. Martin
Commercial Manager.....M. Chester Ball
Program Director.....Alan Jasper
Chief Engineer.....F. De Falco

NEW JERSEY

Pop. April 1, 1953 (Est.) 5,113,000—Total Housing Units 1,517,000
Families April 1, 1953 (Est.) 1,392,000—Stations in State 19

WJLK

ASBURY PARK—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By..Asbury Park Press, Inc.
Address .....Press Plaza
Phone Number.....Asbury Park 2-3000
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Associated
Membership .....NARTB, BAB
President.....Wayne D. McMurray
General Manager.....Ernest W. Lass
Station Manager.....Thomas B. Tighe
Commercial Manager.....Margaret Curtis
Program Director.....Everett Rudloff
Chief Engineer.....Frank Huber

WMID

ATLANTIC CITY—1947—ABC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.
Business-Studio Address.....Senator Hotel
Phone Number 4-1340
Air Time.....7 a.m.-2 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Forjoe
President .....Richard Endicott
Gen., Sta. Mgr.....David H. Freedman
Program Director.....Vincent Lindner
Publicity Director.....Louis Neigut
Chief Engineer.....Earl Godfrey

WFPG
ATLANTIC CITY—1940—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Neptune Bcstg. Corp.
Business Address.....Steel Pier
Phone Number 5-2188
News Service .....UP
Representative.....John E. Pearson
President .....Fred Weber
General Manager.....Blair Thron
Commercial Mgr.....R. E. Truex
Sales Prom. Mgr.....Jessie Morris
Program Dir.....Ed Davis
Publicity Director.....Brad Sherman
Chief Engineer.....Earl Godfrey

WOND
(Full Listing on Page 510)

WSNJ
BRIDGETON—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Eastern States Bcstg. Corp.
Address .....Carll's Corner
Phone Number 2930
Transcription Service .....Thesaurus
President.....Russell S. Henderson
Vice-Pres., Gen. Mgr.....Paul Alger
Commercial Manager.....Jerry Alden
Pgm., Pub. Dir.....Joe McCulley
Chief Engineer.....Ed Bold

WKDN
CAMDEN—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By.....City of Camden, Inc.
Business-Studio Address.....City Hall
Phone Number.....Emerson 5-5600
Air Time.....6 a.m.-M.
Transcription Service .....Standard
Representative .....Kennedy Co.
Membership .....NARTB
Director.....Willard C. Schriver
Gen. Comm. Mgr.....John Cleary
Sales Prom. Mgr.....Joseph Hale
Program Director.....Jack LaMar
Publicity Director.....Jack Silin
Chief Engineer.....John Zander

WCAM
CAMDEN—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....So. Jersey Bcstg. Co.

New Jersey's Complete
Broadcasting Facility . . .

WFPG TV CHANNEL 46 NBC CBS ABC DU MONT

FIRST in program operation with RCA's first factory-built UHF transmitter. 38 national advertisers placed their network and film shows on WFPG-TV in the first two months.

WFPG AM FM 1450 CBS

More network programs, more public service, more baseball, more news . . . from the tallest structure in New Jersey, south of Newark—our 458-foot tower.

WFPG Atlantic City

There's no SHORT-CUT to AMERICA'S 5th MARKET . . . .

NEW YORK
CHICAGO
LOS ANGELES
PHILADELPHIA
NEWARK

North Jerseyans spend 4 Billion $$ yearly at home. Sell them at home on

WNJR
RADIO STATION OF NEWARK NEWS

5,000 WATTS FULL TIME
91 Halsey St., Newark 2, N. J.
MArket 3-2700
COrtlandt 7-8070

TOPS IN MUSIC, NEWS, SPORTS

Business Address.....Radio Park
Phone Number.....EM 5-7200
Air Time .....Daytime
Transcription Service .....Associated
Membership .....NARTB
Pres., Gen. Mgr.....Ranulf Compton
Station Manager.....Gordon Giffen
Program Director.....Jerry Williams
Publicity Director.....Jim Eadline
Chief Engineer.....Robert L. Easley

WMTR

MORRISTOWN—1948

Frequency: 1250 Kc....Power: 1000 Watts d.
Owned-Operated By....Morristown Bcstg. Co.
Address.....10 Park Place
Phone Number.....MO 4-5700
Transcription Service .....Associated
Membership .....NARTB
President.....George S. Croy
Station Mgr.....Kenneth A. Croy
Commercial Mgr.....Henry Behre
Program Director.....Bob Vesel
Chief Engineer.....Rudolph C. Prow

WAAT

NEWARK—1921

Frequency: 970 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By.....Bremer Bcstg. Corp.
Business-Studio Address....Television Center
Phone..Mitchell 2-6400; BArclay 7-3260 (N. Y.)
Air Time.....7 a.m.-1 a.m.
News Service .....AP
Representative .....Weed
President, Gen. Mgr.....Irving R. Rosenhaus
V.P., National Sales.....E. S. Lennon
Program Director.....George Green
Publicity Director.....Roland Trenchard
V.P., Engineering.....Frank V. Bremer

WNJR

NEWARK—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By..North Jersey Radio, Inc.
Business-Studio Address.....91 Halsey St.
Phone Number.....MArket 3-2700
Newspaper Affiliation.....Newark News
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Standard
President.....Edward W. Scudder, Jr.
Gen., Sta., Comm. Mgr.....Harry D. Goodwin
Pub. Dir., Sales Prom. Mgr.....Arnold Snyder
Program Director.....Steven Van Gluck
Chief Engineer.....Peter Testan

WVNJ

NEWARK—1948

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Newark Bcstg. Corp.

W

V

N

J

620 *on your dial*

The **most** for **your**

dollar in the

metropolitan area

NEWARK, N. J.

STRONG LOCAL NEWS
and good music keep local listeners tuned to

WCTC

WCTC SIGNAL COVERAGE AREA

Population — 371,000
Retail Sales — $359 Million
(1952-53 Consumer Markets)

SOMERVILLE	HIGHLAND PARK
PLAINFIELD	NEW BRUNSWICK
BOUND BROOK	SAYREVILLE
S. PLAINFIELD	SOUTH RIVER
PERTH AMBOY	SOUTH AMBOY
METUCHEN	PRINCETON

You'll miss most of this Central Jersey Population unless your message is on WCTC.

New Brunswick
'Phone Charter 7-1450

★ ★ NEW JERSEY ★ ★

Business-Studio Address.....45 Central Ave.
Phone Number.....Mitchell 3-7600
News Service .....UP
Transcription Service .....World
V.P., Gen.-Comm Mgr.....Ivon B. Newman
Program Director.....Helen Sutton
Chief Engineer.....Bernard Kellom

WHBI

NEWARK—1922

Frequency: 1280 Kc.....Power: 2500 Watts d.; 1000 Watts n.
Owned-Operated By....May Radio Bcst. Corp.
Business-Studio Address.....100 Shipman St.
Phone Number.....Mitchell 2-7354
Air Time .....Unlimited
Pres., Gen. Mgr.....James L. Shearer
Sta., Comm. Mgr.....William Masi
Publicity Director.....Marie E. Masi
Chief Engineer.....Harold Michaels

WCTC

NEW BRUNSWICK—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Chanticleer Bcstg. Co.
Business-Studio Address.....385 George St.

AP SELLS
For Stations and Sponsors—

For instance . . . WJLK

"We feature AP news every hour. It is the backbone of our local programming and time sales. Our listener ratings show that a local independent which does a good news job can outpull networks in the local market!"

THOMAS B. TIGHE,
Station Manager,
WJLK, Asbury Park, N. J.

Phone Number.....Charter 7-1450
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NARTB
President.....James L. Howe
Station Manager.....Robert Williams
Commercial Manager.....Kenneth Leslie
Program Director.....Barbara M. Bauer
Chief Engineer.....Victor Takack

WPAT

PATERSON—1941

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By..North Jersey Bcstg. Co., Inc.
Business-Studio Address.....66 Hamilton St.
Phones.....Armory 4-3400, PE. 6-2945 (N. Y.)
Newspaper Affiliation....Passaic Daily News
Air Time.....24 Hrs.
News Service.....AP, UP
Transcription Service..Associated, Thesaurus Lang-Worth
President .....Richard Drukker
General Manager.....D. J. Wright
Business Manager.....Charles W. Parker
Nat. Sales Mgr.....Roy H. Holmes
Pub. Rel. Dir.....Charles Scully
Chief Engineer.....Earl F. Lucas

ESTIMATED FAMILIES FOR 1953

SEE PAGE 298

increased
RESULTS
for advertisers
PROVE
conclusively that
WPAT
is the outstanding buy
in the important
New York—New Jersey market

5000 watts Paterson, N. J. 930 KC

WOND

PLEASANTVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Pioneer Bcstrs., Inc.
Address .....Old Turnpike
Phone Number 3971
Transcription Service....Standard, Thesaurus
News Service .....AP
President .....Charles Rupp
General Manager.....John Struckell
Chief Engineer.....Milton Thurlow

WBUD

TRENTON—1947

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By.....Morrisville Bcstg. Co.
Address.....108 N. Broad St.
Phone Number 4-7191
News Service .....AP
Transcription Service .....World
Membership .....BAB
President.....Verna S. Hardin
General Manager.....Richard M. Hardin
Chief Engineer.....William A. Brewer

In ATLANTIC CITY

it's the

WONDerful music station

for sensational

RESULTS

9 out of 10 families* in Atlantic County

listen to

WOND

It's listener loyalty to top personalities on programs of music, news and sports geared to local tastes. That's why most Atlantic advertisers and more national sponsors are using

WOND

Studios—Pleasantville, N. J.
John G. Struckell, Gen. Mgr.

New York Sales Office
1564 Broadway — JUdson 6-5547
Don Rich, Rep.

*Advertest Research

WTNJ

TRENTON—1928

Frequency: 1300 Kc.....Power: 250 Watts d.
Owned-Operated By.....WOAX, Inc.
Address.....416 Bellevue Ave.
Phone Number 8149
President.....Erling C. Olsen

WTTM

TRENTON—1942—NBC

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Peoples Bcst. Corp.
Business-Studio Address.....541 E. State St.
Phone Number 5-8515-6-7-8
Air Time.....7 a.m.-12:05 a.m.
News Service .....AP
Representative .....Forjoe
Membership .....NARTB, BAB
President.....M. D. Lincoln
General Manager.....F. L. Bernstein
Publicity Director.....Fred Walker
Chief Engineer.....Theodore P. Kilmer

WWBZ

VINELAND—1946

Frequency: 1630 Kc.....Power: 1000 Watts
Owned-Operated By...Community Bcstg. Serv.
Address.....633 Wood St.
Phone Number.....Vineland 7-1360
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Kennedy, Gill-Keefe-Perna
President.....Joseph M. Bullock
Gen., Sta., Prom. Mgr.....Fred M. Wood
Commercial Manager.....John Serra
Program Director.....Dorothy H. Carlson
Chief Engineer.....Charles Hughes

WCMC

WILDWOOD—1951

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Francis J. Matrangola
Phone Number 2-7751
Owner.....Francis J. Matrangola

NEW MEXICO

Pop. April 1, 1953 (Est.) 726,000—Total Housing Units 201,000
Families April 1, 1953 (Est.) 182,000—Stations in State 27

KALG

ALAMOGORDO—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....William Wayne Phelps
Address .....Box 268
Phone Number 211
Air Time.....Full Time
News Service .....UP
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Wayne Phelps
Chief Engineer.....Harry Albers

KGGM

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Mexico Bcstg. Co.
Business Address.....Kimo Bldg.
Phone Number 3-4543
Air Time .....5:30 a.m.-12 M.
News Service.....UP, AP
Transcription Service .....World
Representative.....Weed & Co.
President.....A. R. Hebenstreit
Program Director.....Robert Van Driel
Chief Engineer.....Leonard F. Dodds

KOAT

ALBUQUERQUE—1946—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By ....Alvarado Bcstg. Co., Inc.
Business-Studio Address.....122 S. Tulane
Phone Number 5-7501
Air Time.....19½ hrs.
News Service .....UP
Trans. Service.....Associated, Lang-Worth
Representative .....Rambeau
President .....Herbert W. Wimberly
General Manager.....A. M. Caldwell
Chief Engineer.....Donald Delaney

KOB

ALBUQUERQUE—1920—NBC

Frequency: 770 Kc....Power: 50,000 Watts d.; 25,000 Watts n.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Bus.-Studio Address.....234 Fifth St., S.W.
Phone Number 3-4411
Air Time.....Full Time
News, Service.....AP, INS
Transcription Service .....SESAC
Representative .....Branham
Membership .....BAB
Pres., Gen. Mgr.....Wayne Coy
General Manager.....J. I. Myerson
Commercial Manager.....Rolf Nielson
Sales Prom. Mgr.....A. E. Mickel
Program Director.....Michael Dillon
Chief Engineer.....George S. Johnson

KVER

ALBUQUERQUE—1947—MBS INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KVER Bcstg. Co.
Address .....317 N. Broadway, Box 1388
Phone Number 3-1744
Air Time.....5 a.m.-M.
Transcription Service .....Thesaurus
News Service .....AP
Representative .....Avery Knodel
Membership .....NARTB, BAB
President.....Helen A. Price
V.P., Sta. Mgr.....Bert Arnold
Commercial Manager.....Morton L. Payne
Program Director.....Lowell Christison
Publicity Director.....Sue Little
Chief Engineer.....Wilfred Smith

KSVP

ARTESIA—1946—KBS-MBS INTERMOUNTAIN

Frequency: 990 Kc....Power: 1000 Watts d., 250 n.
Owned-Operated By.....Artesia Bcstg. Corp.
Business-Studio Address.....Box 38
Phone Number 850
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Avery Knodel
Membership .....NARTB
President.....Martin Yates III
Gen., Sta. Mgr.....David M. Button
Commercial Manager.....Bob Hess
Chief Engineer.....Ronald Austin

KAVE

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Carlsbad Bcstg. Corp.
Business-Studio Address....601 No. Canal St.
Phone Number 5-4101
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Taylor Co.
President .....Val Lawrence
General-Station Mgr.....Norman R. Loose
Commercial Manager.....Richard E. Doyle
Sales Prom. Mgr.....Richard Miner
Program Director.....Alexander Pitcaithley
Chief Engineer.....Harland Nifong

KPBM

CARLSBAD—1950

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Coronado Bcstg. Co.
Address.....313 W. Mermod
Phone Number.....5-5373
Transcription Service.....Lang-Worth
News Service.....AP
Representative.....McGillvra
Pres., Gen. Mgr.....Maurice F. McEvoy
Commercial Manager.....Darrell A. Swayze
Program Director.....Tom Collins
Chief Engineer.....Vic Daley

KLMX

CLAYTON—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper By.....Ari-Ne-Mix Bcstg.
Address.....Box 7, Fair Grounds
Phone Number.....616
Transcription Service.....Thesaurus
News Service.....UP
President.....Arthur Jernigan
Gen., Sta. Mgr., Pgm. Dir.....Frank Vale
Commercial Manager.....James Morris
Chief Engineer.....Robert Waters

KCLV

CLOVIS—1952—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....New-Tex Bdcstg.
Address.....2112 Thornton St.
Phone Number.....4401
News Service.....UP
Transcription Service.....Capitol
Representative.....Pearson
Pres., Gen. Mgr.....Wallace Simpson
Commercial Manager.....Joe Collins
Chief Engineer.....Clayton Fuchs

KICA

CLOVIS—1931—MBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By: Hugh DeWitt Landis & R. B. McAlister
Address.....520 Pile St.
Phone Number.....5511
Air Time.....Full Time
News Service.....AP
Transcription Service.....Associated, World
Station Representative.....Hal Holman
Membership.....BAB
Gen., Sta. Mgr.....DeWitt Landis
Commercial Manager.....C. O. Kendrick
Pgm., Pub. Dir.....Harold Cook
Chief Engineer.....Vernon Hughes

KVBC

FARMINGTON—1951—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Valley Bcstg. Co.
Address.....Box 1117
Phone Number.....789
News Service.....UP
Transcription Service.....Lang-Worth
Pres., Gen. Mgr., Chi. Engr..Marvin E. Bowles
Commercial Manager.....G. H. McKinnon
Chief Engineer.....Harold Furstenberg

KGAK

GALLUP—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Thunderbird Bcstg. Co.
Address.....P. O. Box 1150
Phone Number.....1300
News Service.....UP
Transcription Service.....Lang-Worth
Station Representative.....McGillvra
Pres., Gen. Mgr., Pgm. Dir.....Merle H. Tucker
Chief Engineer.....Robert Adamson

KWEW

HOBBS—1938
MBS-KBS-SOUTHWEST

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KWEW, Inc.
Business-Studio Address.....P. O. Box 787
Phone Number.....Hobbs 3-3137
News Service.....UP
Transcription Service..MacGregor, Lang-Worth
Representative.....Taylor
President.....Mrs. Theresa Whitmore
General Manager.....Harry McAdams
Commercial Manager.....Phil McGee
Chief Engineer.....Roy Evans

KOBE

LAS CRUCES—1947—MBS
INTERMOUNTAIN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mesilla Valley Bcstg. Co.
Bus.-Studio Address.....902 N. Main St.
Phone Number.....1121
News Service.....UP
President.....M. B. Thompson
General Manager.....L. S. Sleppy
Chief Engineer.....Howard L. Maudlin

KFUN

LAS VEGAS—1941—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Southwest Bcsters, Inc.

Business Address.....Box 710
Phone Number 12
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Standard
Representative.....Hil F. Best
Pres., Gen.-Station Mgr.....Ernest N. Thwaites
Chief Engineer.....A. F. Schultz

KRSN

LOS ALAMOS—1949—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Alvarado Bcstg. Co.
Address .....Community Center
Phone Number 2-4422
Air Time.....Full Time
Representative .....William Rambeau
Transcription Service .....Associated
News Service .....UP
President.....H. W. Wimberly
General Manager.....A. M. Cadwell
Sta., Comm. Mgr.....Bob Porton
Pgm. Dir., Sls. Prom. Mgr...William Spaek, Jr.
Publicity Director.....John F. McCormick
Chief Engineer.....John L. Lockhart

KLEA

LOVINGTON—1952—KBS

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Oper. By...Prosperity Land Bcstg. Co.
Address.....P. O. Box 1286
Phone Number 8911
Air Time.....Day Time
News Service .....UP
Transcription Service .....Standard
Representative .....Clyde Melville
President.....David R. Worley
Commercial Manager.....Gilbert Haugen
Publicity Director.....Bobby Stone
Chief Engineer.....John Fuselier

KENM

PORTALES—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Plains Bcstg. Co.
Address.....Box 1019, Roswell
Phone Number 600
News Service .....UP
Transcription Service..Lang-Worth, MacGregor
President .....Theresa Whitmore
General Manager.....G. F. Roberts
Commercial Manager.....Ed Fitzpatrick
Chief Engineer.....William McCreary

KRTN

RATON—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Southwest Bcsters, Inc.
Business Address.....Box 767
Phone Number 875
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Standard
Representative.....Hil F. Best
Pres., Gen. Manager.....Ernest N. Thwaites
Station Manager.....Stanley K. Brown
Chief Engineer.....A. F. Schultz

KGFL

ROSWELL—1927—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL, Inc.
Business-Studio Address.....Box 1019
Phone Number 2000
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Lang-Worth, World, MacGregor
Representative .....Taylor Co.
Membership .....NARTB
President.....Mrs. Theresa Whitmore
Sec'y-Treas.....W. E. Whitmore, Jr.
Commercial Manager.....G. F. Roberts
Chief Engineer.....E. C. Rader

KSWS

ROSWELL—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....McEvoy Bcstg. Co.
Bus.-Studio Address.....401 N. Richardson
Phone Number 2400
News Service .....AP
Transcription Service .....Associated
Representative .....McGillvra
Pres., Gen. Mgr.....Paul B. McEvoy
Commercial Manager.....Jack Schafer
Program Director.....Mary L. Jones
Chief Engineer.....Ray R. Summersgill

KTRC

SANTA FE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio de Santa Fe
Address.....210 E. Marcy St.
Phone Number 3-6335
News Service .....UP
Transcription Service .....Associated
Pres., Gen. Mgr.....J. Gibbs Spring
Sta., Comm. Mg .....Hugh M. Gray
Chief Engineer.....Acton Tillery

KVSF

SANTA FE—1935—CBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sante Fe Bcstg. Co.
Business-Studio Address ....759 Cerrillos Rd.
Phone Number 3-7319
Representative .....Weed
President.....A. R. Hebenstreit
Gen., Comm. Mgr.....Ivan R. Head
Chief Engineer.....E. J. Vanderwood

KSIL
SILVER CITY—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....S. W. N. Mex Bcstng.
Bus.-Studio-Transmitter Address..17th & Cactus
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Representative .....Taylor
Pres., Gen., Comm. Mgr.....A. Carl Dunbar
V.P., Sta., Prom. Mgr., Dir...James H. Duncan
Chief Engineer.....H. H. Smith

KCHS
TRUTH OR CONSEQUENCES—1946
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..O. L. and Gladyce P. Dennis
Address .....Box 351
Phone Number 161
News Service .....UP
Representative.....Continental Radio Sales
General Manager.....O. L. Dennis
Station Manager.....Gladyce P. Dennis
Chief Engineer.....Sam Bradley

KTNM
TUCUMCARI—1941—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Quay County Bcstg. Co.
Business Address.....Box 668
Phone Number 100
Air Time.....6 a.m.-10:30 p.m.
News Service .....UP
Gen., Sta. Mgr.....Lloyd Hawkins
Comm., Prom. Mgr.....Richard S. Fox
Program Director.....Richard Dale Wood

NEW YORK

Pop. April 1, 1953 (Est.) 15,725,000—Total Housing Units 4,675,000
Families April 1, 1953 (Est.) 4,354,000—Stations in State 98

WABY
ALBANY—1933

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern N. Y. Bcstng.
Business-Studio.....80 Braintree St.
Phone Number 2-3353
Air Time.....7 a.m.-11:30 p.m.
News Service .....UP
Representative .....Rambeau
President .....David Kyle
Gen., Sta. Mgr.....Edward L. Trudeau
Comm., Sales Prom. Mgr.....Alix Blake
Program Director.....Toni Brady
Chief Engineer.....Tom Stappleton

WOKO
ALBANY—1925—UBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By....Gov. Dongan Bcstg. Corp.
Business-Studio Address.....136 State St.
Phone Number 3-6638
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Representative .....McGillvra
President, General Mgr.....James T. Healey
Commercial Manager.....J. I. Walsh
Program Director.....Frank Panny
Chief Engineer.....Al Sardi

WPTR
ALBANY—1948

Frequency: 1540 Kc.....Power: 50,000 Watts
Owned-Oper. By....Patroon Brdcstg. Co., Inc.
Address.....Hotel Ten Eyck
Phone Number 5-3345
News Service .....AP, INS
Transcr. Service ..... Associated, SESAC
Station Representative.....Weed and Co.
Membership .....NARTB, BAB
President .....J. Myer Schine
General Manager.....O. R. J. Bellamy
Commercial Manager.....Jack Charles
Program Director.....Howard W. Maschmeier
Chief Engineer.....Dwelle S. Hoag

WROW
ALBANY—1947—MBS

Frequency: 590 Kc.....Power: 5,000 Watts d.; 1,000 Watts n.
Owned-Oper. By..Hudson Valley Br. Co., Inc.
Address.....248 State Street
Phone Number 3-2225
Air Time.....6 a.m.-M.
News Service .....INS, UP
Transcription Service .....Thesaurus
Station Representative.....The Bolling Co.
Membership .....NARTB, BAB
General Manager.....Harry L. Goldman
Sta. Mgr., Pgm., Pub. Dir.....Johnny Lee
Comm., Sales Prom. Mgr.....Harry Littler
Chief Engineer .....Charles Heisler

WXKW

ALBANY—1948—ABC

Frequency: 850 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Champlain Valley Bcstg.
Business-Studio Address.....444 Broadway
Phone Number 6-7676
Air Time.....6:00 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Capitol
Representative .....Katz
President, Gen. Mgr.....Stephen R. Rintoul
Station Manager.....George Wetmore
Commercial Manager.....Eugene Fitzpatrick
Sales Prom. Mgr.....Walter J. Maxwell
Program Director.....Walter C. Neals
Chief Engineer.....Paul Krutz

WCSS

AMSTERDAM—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Community Service Bcst.
Bus.-Studio-Transmitter Address..Upper Locust
Phone Number 4000
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
President .....Ted Aber
General Manager.....Alex Sherwood
Commercial Manager.....Ray Mahoney
Program Director.....Raymond J. Cheney
Chief Engineer.....Guy Rauer

WMBO

AUBURN—1926—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Business-Studio Address.....141 Genesee St.
Phone Number 2-3511
Newspaper Affiliation .....“Advertiser”
Air Time .....Unlimited
News Service .....AP
Transcriptoin Service.....World, SESAC
Representative.....Thomas F. Clark
Membership .....NARTB, BAB
President.....William O. Dapping
General Manager.....Frederick L. Keesee
Program Director.....Robert B. Morgan
Chief Engineer.....Herbert House

WBTA

BATAVIA—1941—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Bcstg. Corp.
Business-Studio Address.....90 Main St.
Phone Number 715
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service.....Lang-Worth, World
Pres., Gen.-Station Mgr.....Edmund R. Gamble
Commercial Manager.....Charles L. Snow
Program Director.....Bud Mason
Publicity Director.....William Stokes
Chief Engineer.....Fred Callendar

WINR

BINGHAMTON—1946—NBC

Frequency: 680 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By..Southern Tier Radio Service
Business-Studio Address..Court House Square
Phone Number 4-4318
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NARTB
President .....Donald Kramer
General Manager.....George J. O'Connor
Commercial Manager.....H. R. Nicholson
Pgm., Pub. Dir.....Charles Bishara
Chief Engineer.....A. A. Kelley

WKOP

BINGHAMTON—1947—MBS

Frequency: 1360 Kc.....Power: 100 Watts d., 500 n.
Owned-Oper. By..The Binghamton Bcstrs., Inc.
Business-Studio Address.....34 Chenango St.
Phone Number 2-3437
Air Time.....5.30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr.....Andrew Jarema
Prom., Comm. Manager.....Jay Hanshaw
Program Director.....Wally Buman
Chief Engineer.....Charles Hallinan

WNBF

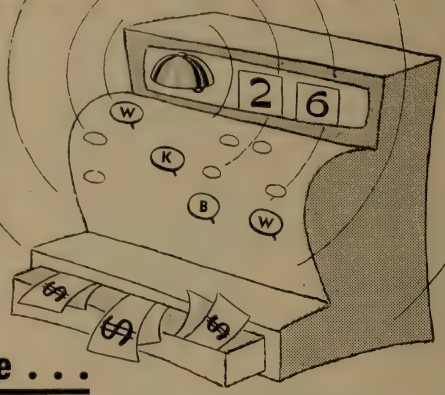
BINGHAMTON—1927—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By....Clark Associates, Inc.
Business Address.....P. O. Box 48
Phone Number.....Binghamton 2-3461
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Bolling
Membership .....NARTB, BAB
President.....John C. Clark
General Manager.....Cecil D. Mastin
Treasurer.....L. L. Rogers
Commercial Manager.....S. N. Heslop
Sales Prom. Mgr., Pub. Dir....E. R. McCloskey
Prog., Prod. Dir.....E. M. Scala
Chief Engineer.....L. H. Stantz

SATURATION

SELLS GOODS

IN BUFFALO and WESTERN NEW YORK



Pitch your sales message . . .

. . . NOT once a week; NOT five times a week . . .

BUT 26 TIMES A WEEK!

adjacent to newscasts

WKBW

offers alert advertisers

SATURATION!

The most successful advertising technique is "Telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it. Call Avery-Knodel or WKBW.

WKBW

offers you MORE THAN TWICE AS MANY LISTENERS FOR YOUR DOLLAR!

No matter what your yardstick is for buying radio time . . . Nielsen . . . Pulse . . . coverage maps . . . or special local surveys, you'll find a WKBW SATURATION CAMPAIGN gives you MORE THAN TWICE AS MANY LISTENERS for your advertising dollar. That's why your sales results will be MORE THAN TWICE AS GOOD! For details about this and other WKBW saturation campaigns call Avery-Knodel or WKBW.

50,000 WATTS

WKBW

BUFFALO'S MOST POWERFUL STATION

BASIC ABC

CLINTON H. CHURCHILL
Founder, President
and General Manager

WENE

BINGHAMTON—ENDICOTT—1947

ABC

Frequency: 1430 Kc.....Power 5000 Watts
Owned-Oper. By.....Ottaway Stations, Inc.
Business-Studio Address.....909 E. Main
Phone Number 5-3351
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....Associated
Representative.....Radio Reps. Inc.
Membership .....NARTB, BAB
President.....James H. Ottaway
Managing Director.....F. H. Brinkley
Station Manager.....S. W. Ryder
Sales Prom., Comm. Mgr....Norman F. Flynn
Pgm., Pub. Dir.....Harold E. Graves
Chief Engineer.....Sheldon W. Weyland

WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Address .....Hotel Statler
Phone Number.....MOhawk 0930
Newspaper Affiliation.....“Evening News”
Air Time.....5:30 a.m.-1 a.m.
News Service.....AP, INS, UP
Transcription Service...Thesaurus, Lang-Worth
Representative.....Henry I. Christal
Membership .....NARTB, BAB
President.....Edward H. Butler
Vice-President.....A. H. Kirchhofer
General Manager.....C. Robert Thompson
Station Manager.....Frank W. Kelly
Sales Manager.....C. E. Daly
Asst. Radio Sales Mgr.....Robert J. Conway
Program Director.....William R. Rich
Publicity Director.....Joseph A. Haeffner
Chief Engineer.....Ralph J. Kingsley

WBNY

BUFFALO—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Roy L. Albertson
Business-Studio Address.....485 Main St.
Phone Number.....Mohawk 1400
News Service.....AP, UP
President.....Roy L. Albertson
General Manager.....Howard Schellenberg
Chief Engineer.....Thomas L. Vines

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WEBR, Inc.
Business-Studio Address.....23 North St.
Phone Number.....LIncoln 7133
Newspaper Affiliation.....“Courier-Express”
Air Time.....5:30 a.m.-2 a.m.
News Service.....AP, INS, UP
Transcription Service .....Associated
Representative .....Katz
Membership .....NARTB, BAB
President.....William J. Conners, III
General Manager.....William Doerr
Commercial Manager.....Carl J. Kirchhofer
Pgm., Prom. Mgr.....Wm. Schweitzer
Chief Engineer.....Frank B. Ridgeway

WGR

BUFFALO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....WGR Bcstg. Corp.
Business-Studio Address.....Rand Bldg.
Phone Number.....Washington 3100
Air Time.....5:50 a.m.-1:05 a.m.
News Service .....UP
Representative.....Free & Peters
Membership .....NARTB, BAB
Chairman of Board.....Leo J. Fitzpatrick
Pres., Gen. Mgr.....I. R. Lounsberry
Comm. Mgr. (National spot).....F. R. Greene
Commercial Manager (Local).....Nat Cohen
Sales Promotion Manager.....R. McPherson
Program Director.....Robert Strigl
Chief Engineer.....K. B. Hoffman

WWOL

BUFFALO—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
Owned-Operated By..Greater Erie Broad. Co.
Address.....315 Main St.
Phone Number.....MO 1200
News Service.....INS, UP
Representative ..... Forjoe
Owner .....Leon Wyszatycki
General Manager.....Ted Wyszatycki
Commercial Manager.....Jack Greenfield
Program Director.....Joe A. Rico
Chief Engineer.....Frank Saj

WKBW

BUFFALO—1925—ABC

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....WKBW, Inc.
Business Address.Radio Center, 1430 Main St.
Phone Number.....Grant 5101
Air Time.....5:30 a.m.-2 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Clinton H. Churchill
Sta., Comm. Mgr.....Roger M. Baker
Sales Promotion.....Alfred E. Anscombe
Program Director.....James McGrath
Chief Engineer.....Leroy Fiedler

WXRA

BUFFALO—KENMORE—1948

Frequency: 1080 Kc.....Power: 1000 Watts .d
Owned-Operated By..W. New York Broad. Co.
Address....1515 Niagara Falls Blvd., Amherst
Phone Number.....AMherst 1160
News Service .....AP, UP
Transcription Service.....Associated
Station Rep.esentative.....Wm. G. Rambeau
Gen., Comm. Mgr.....Thaddeus Podbielniak
Sales Prom., Pub. Dir.....Bradley D. Steiger
Program Director.....James J. Frieling
Chief Engineer.....Roger W. Fleming

WCBA

CORNING—1949

Frequency: 1350 Kc.....Power: 1000Watts d.
Owned-Operated By
Wellsboro Corning Broad. Adv. Inc.
Address .....Pine St.
Phone Number 65451
News Service.....UP, World
Representative .....McGillvra, Inc.
Pres., Gen. Mgr.....Paul L. Carpenter
Program Director.....Robert J. Vrzal

WCLI

CORNING—1950—ABC

Frequency: 1450 Kc.....Power: 250 Watts d.
Owned-Ope:. By.....Elmira-Corning Bcstg.
Address.....114 Walnut St.
Phone Number 6-4651
Transcription Service .....Thesaurus
Representative .....Meeker
News Service .....AP
President.....E. S. Underhill, Jr.
General Manager.....Walter Valerius
Sta., Comm. Mgr.....Gordon Jenkins
Program Director.....George P. Droelle, Jr.
Publicity Director.....Robert Shaddock
Chief Engineer.....Allen N. Bell

WKRT

CORTLAND—1947

Frequency: 920 Kc.....Power: 1000 Watts d., 500 n.
Owned-Operated By.....Radio Cortland, Inc.
Business Studio Address.....27 N. Main St.
Phone Number 2990
Air Time .....6 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Gill-Keefe-Perna
Membership .....BAB
President .....Leighton A. Hope
General Manager.....William L. Thompson
Program Dir.....William J. Griffiths
Chief Engineer.....William Barron

WFCB

DUNKIRK—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Dunkirk Broad. Corp.
Address.....316 Main St.
Phone Number 7756-7-8
Air Time.....6:00 a.m.-1:00 a.m.
News Service .....UP
Transcription Serv.....Thesaurus, Lang-Worth, World
Membership .....NARTB, BAB
Pres., Gen. Mgr., Sta. Mgr....Alois A. Schmidt
Commercial Manager.....B. F. Goodrich
Program Director.....Robert Gifford
Chief Engineer.....J. T. Grace

WELM

ELMIRA—1947—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....Elmira Corning Bcstg. Corp.
Business-Studio Address.....222 E. Market St.
Phone Number.....Elmira 2-1400
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
President.....E. S. Underhill, Jr.
Sta. Gen. Manager.....Walter Valerius
Commercial Manager.....Ross Beatty
Program Director.....Kenneth C. Powell
Chief Engineer.....Allen Bell

WENY

ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Elmira Star-Gazette, Inc.
Bus.-Studio Address.....Mark Twain Hotel
Phone Number 5181
Transmitter Location.....Milton St.
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Everett & McKinney
Membership .....NARTB, BAB
General Manager.....Dale L. Taylor
Sales Manager.....Phil Cameron
Production Director.....Ted Hodge
Chief Engineer.....Thurlow A. Greene

WGBB

FREEPORT—1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Harry H. Carman
Business-Studio Address....44 So. Grove St.
Phone Number.....Freeport 9-1400

Air Time.....7 a.m.-12 m.
News Service .....AP
Transcription Service .....Lang-Worth
Pres., Gen., Sta. Mgr. & Chief Engineer
Harry H. Carman
Commercial Manager.....Murray C. Evans
Program Director.....A. Cheesman
Publicity Director.....Herbert Clock

WOSC

FULTON—1949

Frequency. 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Cassill Radio Corp.
Address.....Pontiac Hotel, Oswego
Phone Number .....Fulton 2-2255
Air Time.....Sunrise to Sunset only
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
Station Representative .....Devney
Pres., Gen. Mgr.....A. L. Richardson
Station Manager.....Jack Burgess
Program Director.....Edward Reich
Chief Engineer.....Robert N. Blair

WGVA

GENEVA—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Address.....Geneva Federal Savings Bldg.
Phone Number 6691
Air Time.....Full Time
News Service .....AP
Representative .....Cooke
Transcription Service .....Lang-Worth
President.....M. R. Forman
V.P., Gen. Mgr.....Thomas L. Brown
Program Director.....Alex Lamutis
Chief Engineer.....R. Carleton Greene

WWSC

GLENS FALLS—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Gt. Northern Radio Co.
Address.....13 Warren St.
Phone Number 2-6518
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Station Representative.....Rambeau
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Martin R. Karig
Sales Prom., Pub. Mgr.....Robert Krieger
Program Director.....Carl W. Mattinson
Chief Engineer.....Joseph Thomas

FOR IMPORTANT TELEPHONE NUMBERS IN NEW YORK, LOS ANGELES, CHICAGO, WASHINGTON SEE PAGE 100

the WHLI long island story

One Station — WHLI — dominates
L. I.'s rich growing NASSAU COUNTY

	POPULATION	RETAIL SALES	AUDIENCE SHARE (daytime)
1948	525,000	$602,000,000	14.9
1952	950,000	$794,860,000	27.5
% increase	80%	32%	84%

WHLI *has a larger audience, daytime, in the Major Long Island Market, than any network station or combination of independent stations.*

Big Bonus Coverage
(Nassau, parts of Queens, Suffolk and Brooklyn)

Population—2,304,567
Net Income—over $4 billion
Retail Sales—over $2 billion

DATA SOURCES: Sales Management — 1952; Conlan Survey — 1952.

REPRESENTED BY RAMBEAU

WHLI
AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.
PAUL GODOFSKY, President

the voice of long island

WHLI

HEMPSTEAD—1947

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....FM Bcstg. Corp.
Business-Studio Address.....245 Baldwin Rd.
Phone Number.....Hempstead 2-8000
News Service .....UP
Transcription Service.....Associated, World, Thesaurus
Representative .....Rambeau
Membership .....BAB
Pres., Gen. Mgr.....Paul Godofsky
V.P., Sales.....Joseph A. Lenn
Publicity Director.....George Ball
V.P., Chief Engineer.....Frank E. Knaack

WLEA

HORNELL—1951

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Hornell Bcstng. Corp.
Business-Studio Address.....P. O. Box 60
Phone Number 1420
News Service .....UP
Transcription Service .....Capitol
Representative .....Gill-Keefe-Perna
Membership .....NARTB
Pres., Gen. Mgr.....Maxwell V. McCarthy
Comm., Sales Prom. Mgr.....Louis A. Perrone
Publicity Director.....Blanche Stuart Scott
Chief Engineer.....George W. Stidstone

WWHG

HORNELL—1946

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....W. H. Greenhow Co.
Address .....85 Canisteo St.
News Service .....AP
Transcription Service .....World, Associated
Representative .....McGillvra
General Manager .....Louis G. Buisch
Station Manager.....Donald J. Curran
Commercial Manager.....Sheffield Davis
Chief Engineer.....Howard Huff

WHUC

HUDSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Colgren Bcstg. Co.
Address .....Union Turnpike
Phone Number 8-3341
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB
General Manager.....John Kearney
Commercial Manager.....Robert Strakos
Prog., Prod. Director.....James P. Cranna
Chief Engineer.....Charles Weiler

WGSM

HUNTINGTON—1951

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Huntington-Montauk Bcstg. Co., Inc.
Address.....237 New York Ave.
Phone Number 46740
News Service .....UP
Transcription Service.....Thesaurus, World
Membership .....BAB
President.....Byron T. Sammis
Gen., Comm. Mgr.....Edward J. Fitzgerald
Program Director.....Walter Neiman
Publicity Director.....Don MacLachlan
Chief Engineer.....William Naramore

WHCU

ITHACA—1921—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornell University
Business-Studio Address...Savings Bank Bldg.
Phone Number.....Ithaca 4-6301
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Associated
Membership .....NARTB, BAB
General Manager.....Michael R. Hanna
Comm., Prom. Mgr.....Earl S. Cobey
Program Director.....Joseph A. Short
Publicity Director.....Sam Woodside
Chief Engineer.....True McLean

WJOC

JAMESTOWN—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts d.
Owned-Operated By.....Air Waves, Inc.
Trans.-Bus.-Studio Address...415 W. Fourth St.
Phone Number 5-108
Air Time .....5:55 a.m.-12 M.
News Service .....AP
Representative .....Gill-Keefe-Perna
Membership .....NARTB, BAB
Pres., Gen. Sta. Mgr.....Harold P. Kane
Program Director.....William Winn,
Commercial Manager.....Richard F. Rose
Chief Engineer.....Burton O. Waterman

WJTN

JAMESTOWN—1924—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Bcstg. Co., Inc.
Bus.-Studio Address.....Hotel Jamestown
Phone Number 7-151
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service...Associated, McGregor
Representative.....William G. Rambeau
Membership .....NARTB, BAB
President.....Jay E. Mason

Gen.-Sta.-Comm. .....Simon Goldman
Program Director.....George Pfleeger
Publicity Dir.....Jess Price
Chief Engineer.....Harold J. Kratzert

WENT

JOHNSTOWN—GLOVERSVILLE
1944—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sacandaga Bcstg. Corp.
Business-Studio Address.....8 W. Fulton St.
Phone Number 4-7175
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Gill-Keefe-Perna
President .....George Bissell
General Manager.....Dale Robertson
Commercial Manager.....Jack Charles
Program Director.....Robert Dingman
Chief Engineer.....Richard Stewart

WKNY

KINGSTON—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Kingston Bcstg. Corp.
Business-Studio Address.....601 Broadway
Phone Number.....Kingston 4500
Transmitter.....Plainfield St., Ulster Township
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Meeker
President.....Joseph K. Close
General, Station Mgr.....Robert M. Peebles
Program Director.....Robert L. Sabin
Publicity Director.....Richard McCarthy
Chief Engineer.....E. T. Robarge

WVOS

LIBERTY—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Sullivan County Bcstg. Co.
Business Address.....P. O. Box 156
Phone Number 1680-1
Air Time .....6:58 a.m.-12 M.
News Service .....UP
Pres., Gen. Mgr., Prog. Dir.....S. D. Lubin
Commercial Manager, Prog. Dir...H. G. Borwick
Chief Engineer.....K. Foster

WUSJ

LOCKPORT—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Union-Sun & Journal, Inc.
Trans.-Address .....320 Michigan St.
Phone Number 3-5944
Air Time .....7 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Newspaper Affil.....“Union Sun & Journal”
Representative .....Joseph H. McGillvra, Inc.
Membership .....NARTB
President .....Egbert D. Corson
General Manager.....Jack Gelzer
Program Director.....Tom Jolls
Chief Engineer.....William Renaud

WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By.....North Country Bcstg. Co.
Trans.-Address .....65 Woodward St.
Phone Number 187
Air Time .....7 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....Capitol
Representative .....Indie Co.
Pres., Gen. Sta. Mgr.....Mitchell C. Tackley
Commercial Manager.....Alice M. Tackley
Prom., Pgm., Pub. Dir.....Donald J. Paye
Chief Engineer.....Adolf F. Stromer

WMSA

MASSENA—1945—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Brockway Co.
Business Address.....Central Bldg.
Phone Number 990
Air Time .....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Associated
Representative .....Weed
Membership .....NARTB, BAB
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station-Comm. Mgr.....Thomas R. McHugh
Program Director.....James H. Nash
Chief Engineer.....Michael Tarkulich

WALL

MIDDLETOWN—1942

Fequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..The Community Bcstg. Corp.
Business-Studio Address.....62 North St.
Phone Number 3119
Air Time.....6:45 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen., Comm. Mgr.....James M. Patt
Program Director.....Jerry Wax
Chief Engineer.....Charles B. Lissner

WGNY

NEWBURGH—1933

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By....WGNY Bcstg. Co., Inc.
Business-Studio Address.....161 Broadway
Phone Number 4600
News Service .....AP
Membership .....BAB
Pres., Gen. Mgr.....George W. Bingham
Commercial Manager.....Joseph Rake
Sls. Prom., Pgm. Mgr.....John J. Kuhn
Chief Engineer.....Marvin S. Seimes

WGNR

NEW ROCHELLE—1950

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By..New Rochelle Bcstg. Service
Address .....524 North Ave.
Phone Number 6-1460
Transcription Service .....Lang-Worth
News Service .....UP
Pres., Gen. Mgr.....Julian H. Gins

WABC

NEW YORK—1921—ABC

Frequency: 770 Kc.....Power: 50,000 Watts
Owned-Oper. By.....American Bcstg. Co., Inc.
Business Address.....30 Rockefeller Plaza
Phone Number.....SU 7-50uu
Air Time .....24 hours
News Service.....AP, INS, UP
Representative.....Edward Petry & Co.
President .....Robert E. Kintner
Station Manager.....Hartley Samuels
Commercial Manager.....Mike Renault
Publicity Director.....Phillip Bernstein
Program Manager.....William Berns
Sales Prom. Mgr.....Willis Parsons
Chief Engineer.....William Trevarthen

WBNX

NEW YORK—1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Bcstg. Co., Inc.
Bus.-Studio Address.....260 E. 161st St., Bronx
Phone Number.....MElrose 5-0333
News Service .....AP
Transcription Service .....SESAC
Representative .....King
President.....A. L. Haskell
V.P., Sta.-Gen. Manager.....William I. Moore
Program Director.....Edward Ervin
Production Director.....Frank Johnson

WCBS

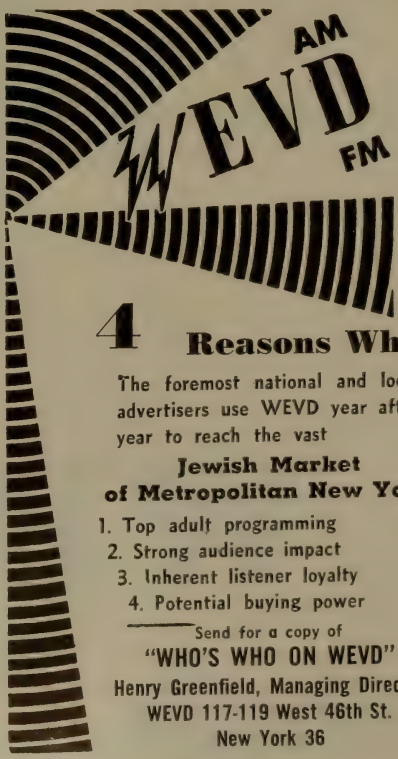
NEW YORK—1924—CBS RADIO

Frequency: 880 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
General Studio Address.....485 Madison Ave.
Phone Number.....PLaza 1-2345
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Capitol
Representative.....CBS Radio Spot Sales
Membership .....BAB
President of CBS.....Frank Stanton
General Manager.....Carl Ward
Sales Manager.....Bill Miller
Commercial Manager.....Mike Campbell
Sales Prom. Mgr.....Don Foley
Program Director.....Sam Slate
Production Director.....D. Gordon Graham
Publicity Director.....Bob Blake

WEVD

NEW YORK—1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Debs Memorial Radio Fund
Business-Studio Address.....117 W. 46th St.
Phone Number.....PLaza 7-0880
News Service .....AP
President .....Adolph Held



WHOM

AM . FM

Effectively Reaches New York's Specialized Markets with Millions of Impressions at a Few Pennies a Thousand ! ! ! Result-Getting Economical Buys in Hundreds of Thousands of Italian, Spanish, German, Polish, and Negro Homes! ! !

WHOM

AM . FM

136 W. 52nd Street New York 19, N. Y.

Gen.-Sta.-Comm. Mgr.....Henry Greenfield
Program-Publicity Dir.....George Field
Chief Engineer.....Charles Brown

WHOM

NEW YORK—1930

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Il Progresso Italo-Americano Publishing Co.

Business Address.....136 W. 52nd St.
Phone Number.....CIrcle 6-3900
Newspaper Affiliation.....Il Progresso Italo-Americano
News Service .....UP
Air Time.....6 a.m.-2 a.m.
President .....Fortune Pope
V.P., Chge. Sales.....Charles Baltin
Program Director .....Ralph Constantino
Chief Engineer.....George Steiger

The Red Cross Needs

Your Unstinting Assistance

GIVE!

WINS
50,000 watts in the world's
richest market, new york
crosley broadcasting corporation

WINS

NEW YORK—1932

Frequency: 1010 Kc.....Power: 50,000 Wtts
Owned-Operated By.....Crosley Bcstg. Corp.
Address.....28 W. 44th St.
Phone Number.....BRyant 9-6000
Air Time .....Unlimited
News Service.....INS, UP
Representative.....WLW Crosley Sales
Transcription Service .....Associated
Membership .....NARTB
President.....Robert E. Dunville
General Manager.....Harry Folts
Business Manager.....Harry G. Kirwan
Publicity Director.....Joseph G. Besch
Program Director.....Robert Criar
Chief Engineer.....Paul von Kunitz

WMCA

NEW YORK—1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Business-Studio Address.....1657 Broadway
Phone Number.....CIrcle 6-2200
Air Time .....6 a.m.-3 a.m.
News Service .....AP
Transcription Service .....World
Representative.....AM Radio Sales
President .....Nathan Straus
General Manager.....M. M. Fleischl
Program Director.....Leon Goldstein
Prom., Pub. Dir.....William H. Youry II
Sales Mgr.....John J. McSweeney
Chief Engineer.....James McCafferty

WMGM

NEW YORK—1922

Frequency: 1050 Kc.....Power: 50,000 Watts
Owned-Oper. By..Marcus Loew Booking Agcy.
Business-Studio Address.....711 Fifth Ave.
Phone Number.....MUrray Hill 8-1000
Air Time.....Full Time
News Service .....UP
Representative .....Radio Reps.
Director.....Bertram Lebhar, Jr.
General Manager.....Frank Roehrenbeck
Sales Manager.....Arthur M. Tolchin
Program Director.....Raymond Katz
Publicity Director.....Jo Ranson
Chief Engineer.....Paul Fuelling

WNBC

NEW YORK—1922—NBC

Frequency: 660 Kc.....Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....30 Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Transmitter Location.....Port Washington
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB, BAB
President .....Frank White
General, Station Manager.....Ted Cott
Commercial Manager.....Robert Leder
Promotion Manager.....Jay Smolin
Program Director.....Steve White
Publicity Director .....Phil Dean
Chief Engineer.....John M. Flynn

NOW THAT
YOU CAN
HAVE THE
BEST,
WHY BE
SATISFIED WITH
LESS?
AP

WLIB

1000 WATTS 1190 ON THE DIAL

"the Only Station with Studios in Harlem

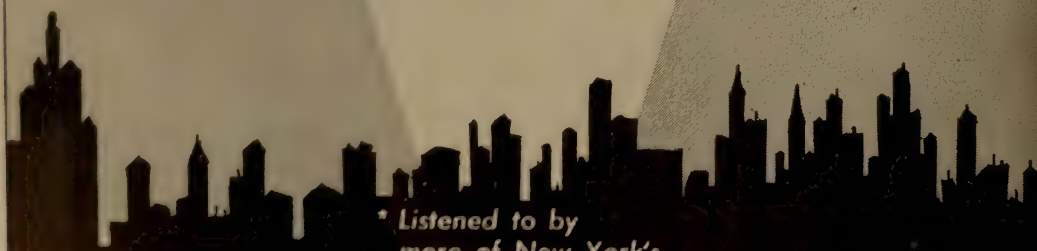
New York's No. 1 Station in the Metropolitan Negro Market*

Originates the Walter White Show now nationally syndicated

Also serving 700,000 English-Speaking Jewish Families

You can reach 2,000,000 people for as little as 7½ cents per 1000 listeners—*PULSE*

Write or wire for availabilities



** Listened to by more of New York's 1,012,883 Negroes than any other station—PULSE*

WLIB 207 East 30th St.
New York 16, N. Y.
ORegon 9-2720

HARRY NOVIK — General Manager

WLIB

NEW YORK—1942

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....New Bcstg. Co., Inc.
Business-Studio Address.....207 E. 30th St.
Phone Number.....ORegon 9-2720
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....Forjoe
President .....Morris S. Novik
Gen., Sta. Mgr.....Harry Novik
Program Director.....Nat Rudich
Publicity Director.....Mike Jablons
Chief Engineer .....John J. Bubbers

WOR

NEW YORK—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Air Time.....Full Time
News Service .....AP, UP
Transcription Service .....Associated
Representative .....H-R Reps.
Membership.....NARTB, BAB
President.....Thomas F. O'Neil
General Manager.....Wm. H. Fineshriber, Jr.
V.P. in Chg. Pgms.....Julius F. Seebach, Jr.
Commercial Mgr.....William Crawford
Sales Prom. Mgr.....James Tyler
Publicity Director.....Francis X. Zuzulo
Engineering V.P.....Earl Johnson

(See Page 300)

See pages 100-101 for

LISTING OF NEW YORK PHONE NUMBERS

NETWORKS
☆
PUBLICATIONS
☆
ORGANIZATIONS
☆
TALENT AGENCIES
☆
FM RADIO STATIONS
☆
AM RADIO STATIONS
☆
NEWS ASSOCIATIONS
☆
TELEVISION STATIONS
☆
PROGRAM PRODUCERS
☆
RECORDING COMPANIES
☆
ADVERTISING AGENCIES
☆
TRANSCRIPTION COMPANIES
☆
STATION REPRESENTATIVES

More than ever...
Greater New York's
favorite station
for MUSIC and NEWS

WNEW

50,000 Watts day
10,000 Watts night

1130 | ON YOUR DIAL
24 HOURS A DAY

WNEW

NEW YORK—1934

Frequency: 1130 Kc....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By.....WNEW, Inc.
Business-Studio Address.....565 Fifth Ave.
Phone Number.....PLaza 3-3300
Air Time .....24 Hours

Transcription Service .....Lang-Worth
Representative .....John Blair
President.....William S. Cherry, Jr.
Exec. V.P., Gen. Mgr.....Bernice Judis
V.P., Sales Director.....Ira Herbert
Promotion Manager.....Kenneth Klein
Program Director.....William Kaland
Publicity Director.....Alan E. Brandt
Co-ordinator of Operations.....John Jaeger
Chief Engineer.....Max Weiner

FOR THE

WHLI Story

AND

PERSONNEL ROSTER

SEE

PAGES 520-521

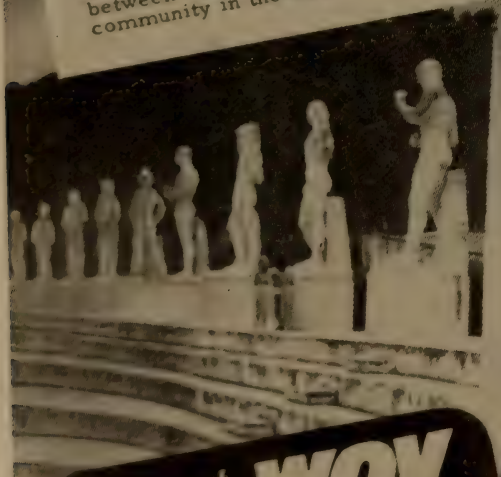
The Italian Influence

In the world of fashions, as in films, food, furniture and American industry and the arts in general, Italian creativeness continues to play a more and more important role in satisfying our demands for better living.

The Italian influence on fashions in clothes, motor cars, home decoration and cuisine has received wide spread publicity and recognition in the past few months.

To you the advertiser, this has a special meaning. More than two million Americans of Italian origin live in and around New York. To them, WOV is the link between the old world and the new. And it is upon this tremendous group that the Italian Influence makes its first and most penetrating impact.

When planning your advertising in New York give careful consideration to the intimate association between WOV and the largest Italian-speaking community in the world.



Originators of *Audited Audiences*

WOV

NEW YORK

5000 WATTS

Representatives:
John E. Pearson Co.

Gown by FONTANA, Rome

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

WOV

NEW YORK—1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....Wodaam Corp.
Business-Studio Address.....730 Fifth Ave.
Phone Number.....CIrcle 5-7979
Air Time .....21 hrs.
News Service .....AP

Transcription Service Standard....MacGregor
Representative .....Pearson
President.....Richard E. O'Dea
General Manager.....Ralph N. Weil
Commercial Manager.....Joseph N. Curl
Sales Promotion Mgr.....Carroll Forbes
Program Director.....Arnold Hartley
Publicity Director.....Ruth Thompson
Chief Engineer.....Emile Hill

COMPLETE
EDITORIAL INDEX
STARTS ON
PAGE 5

COMPLETE
ADVERTISING INDEX
STARTS ON
PAGE 25

we want to blow our own horn and yours too

1 . . . WQXR is America's leading good music station.

2 . . . WQXR gives its advertisers a half-million pre-selected homes in the nation's No. 1 market.

3 . . . Nearly 300 advertisers found WQXR a profitable medium in 1952.

4 . . . The good music of WQXR is so much in demand outside Metropolitan New York that 17 stations in Connecticut, Pennsylvania and up-state New York rebroadcast most of its programs.

There's more to brag about—let us tell you how WQXR can blow your horn, too.

WQXR *1560 on AM Dial—96.3 on FM Dial*
The Radio Station of The New York Times

"always the best in music"

229 West 43rd Street • New York 36, New York • LAckawanna 4-1100

WQXR

NEW YORK—1936

Frequency: 1560 Kc.....Power: 10,000 Watts
Owned-Operated By.....Interstate Bcstg. Co.
Business-Studio Address.....229 W. 43rd St.
Phone Number.....LA. 4-1100
Air Time.....6:30 a.m.-1 a.m.
News Service.....N. Y. Times (Owner)
Transcription Service.....Associated, SESAC
Representative.....Paul H. Raymer
President.....Arthur Hays Sulzberger
Exec. V.P., Gen. Mgr.....Elliott M. Sanger
V.P. Sales Mgr.....Norman S. McGee
Station Mgr.....James Kovach
Sales Prom. Dir.....Mary Rice Anderson
Program Director.....Eleanor N. Sanger
Publicity Director.....Eleanore "Pat" Hurley
Chief Engineer.....L. J. Kleinklaus

WHLD

NIAGARA FALLS—1940—RRN

Frequency: 1270 Kc....Power: 5000 Watts d.
Owned-Oper. By..The Niagara Falls Gazette Publishing Co.
Business-Studio Address.....Hotel Niagara
Phone Number.....8421
News Service.....UP
Transcription Service....Associated, Standard
Representative.....Headley-Reed
Membership.....NARTB
V.P., Gen.-Station Mgr.....Earl C. Hull
Commercial Manager.....Richard G. Robbins
Program Director.....Tony Allen
Chief Engineer.....Robert Wilson

WJJL

NIAGARA FALLS—1947

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....John J. Laux
Phone Number.....5266
Air Time.....Day Time
News Service.....UP
Transcription Service.....SESAC
Representative.....Pearson
President.....John J. Laux
Gen., Comm. Mgr.....Tom W. Talbot
Program Director.....Skip Letcher
Chief Engineer.....Gustav Czaplak

WCHN

NORWICH—1952

Frequency: 970 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Norwich, Inc.
Address.....14 S. Broad St.
Phone Number.....4-2218
News Service.....UP
Pres., Gen. Mgr.....William J. Hall
Chief Engineer.....William A. Bush

WSLB

OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....St. Lawrence Bcstg. Corp.
Address.....Ogdensburg
Phone Number.....500
Studio-Transmitter Location.....2315 Knox St.
News Service.....UP
President.....Joseph R. Brandy
General Manager.....Harold J. Frank
Program Director.....Hal Gilman
Chief Engineer.....Ellsworth Hall

WHDL

OLEAN—1928—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHDL, Inc.
Address.....3219 State St.
Phone Number.....4149
Air Time.....Full Time
Newspaper Affiliation.....Times Herald
News Service.....AP
Transcription Service.....Associated
Representative.....Everett & McKinney
Membership.....NARTB, BAB
President.....E. B. Fitzpatrick
General-Station Mgr.....John R. Henzel
Commercial Manager.....James F. Hastings
Program Director.....Donald W. Merriman
Chief Engineer.....Otis Atherton

WDOS

ONEONTA—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Ottoway Stations, Inc.
Bus.-Studio Address.....104 Chestnut St.
Phone Number.....2470
Air Time.....6 a.m.-M.
News Service.....AP
Newspaper Affiliation.....Daily Star
Transcription Service.....Associated
Representative.....Radio Reps.
Membership.....BAB
President.....James H. Ottaway
General Manager.....Eugene J. Brown
Managing Director.....Francis H. Brinkley
Station Manager.....Ernest F. Oliver
Program Director.....Howard Atwell
Publicity Director.....Lee Hickling
Chief Engineer.....Wiley Bates

WKBS

OYSTER BAY—1948

Frequency: 1520 Kc. ....Power: 250 Watts d.
Owned-Oper. By.....Key Bdcstg. System Inc.
Phone Number.....Oyster Bay 6-2500;
News Service.....UP
Transcription Service.....MacGregor
Pres., Gen. Mgr., Chief Engr.
R. Lee Hollingsworth

WALK

PATCHOGUE—1952

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Suffolk Bcstg. Corp.
Address.....P. O. Box 230
Phone Number 408
News Service .....AP
Newspaper Affiliation.....Suffolk Cons. Press
Transcription Service.....Associated, Capitol
Membership .....NARTB
Pres., Gen. Mgr.....Nils E. Segerdahl
Commercial Manager.....W. K. Macy, Jr.
Program Director.....Jack Ellsworth
Publicity Director.....Valborg Segerdahl
Chief Engineer.....George Chandler

WPAC

PATCHOGUE—1951

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Patchogue Bcstg. Co.
Address.....2 E. Main St.
Phone Number 3-4600
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Pres., Gen. Mgr.....Lee Morrison
Sta., Comm. Mgr.....Herbert Morrison
Sales Prom. Mgr.....Don Lombardy
Program Director.....Stan Allan
Publicity Director.....Dick Hodkin
Chief Engineer.....Morton Morrison

WLNA

PEEKSKILL—1947

Frequency: 1420 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Highland Bcstg. Corp.
Trans. Address.....Radio Terrace
Phone Number 7-2454
News Service .....UP
Transcription Service.....SESAC, World
Membership .....NARTB, BAB
President.....Peter C. Housekeeper
General Manager.....Irving E. Cottrell
Sales Promotion Mgr.....Francis Lough

WEAV

PLATTSBURG—1934—ABC

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....Plattsburg Bcstg. Corp.
Studio Address.....153 Margaret St.
Phone Number 1600
Air Time .....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Langworth
Representative .....Gill-Perna
Membership .....NARTB, BAB
Pres., Gen. Mgr.....George F. Bissell
Asst. Sta. Mgr.....Jan King
Chief Engineer.....Larry Lapanne

WIRY

PLATTSBURG—1950—MBS-KBS

Frequency: 1340 Kc. ....Power: 250 Watts
Owned-Oper. By ..Clinton Cty. Bdcstg. Corp.
Trans. Loca. Address ....301-03 Cornelia St.
Phone Number 2800
Air Time .....6:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....W. S. Grant Co., Inc.
Membership .....NARTB, BAB
Pres., Gen., Comm. Mgr. .....Joel H. Scheier
Sales Prom. Mgr.....Martin D. Mannix
Program Director.....Betty Kraus
Chief Engineer .....John M. Nazak

WEOK

POUGHKEEPSIE—1949

Frequency: 1390 Kc....Power: 1000 Watts, d.
Owned-Operated By...Mid-Hudson Bcsts. Inc.
Business-Studio Address.....385 Main St.
Phone Number 8300
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Everett-McKinney

1000 W **WEAV** 960 KC

ABC • PLATTSBURG, N. Y.

SELLS THE RICH Champlain Valley, including rich Clinton, Essex, and Franklin Counties . . .

. . . a fast growing, fertile market for your product's sales.

. . . a natural test market.

Retail Sales Almost Tripled in 10 Years

250 W **WENT** 1340 KC

CBS • GLOVERSVILLE-JOHNSTOWN, N. Y.

The 'Local', 'Most Popular' Station Throughout rich Fulton and Montgomery Counties. Has dominated listening in Gloversville-Johnstown and surrounding area. Throughout the week more families in this area listen to WENT . . . making WENT a natural for your sales messages beamed to the prosperous families in this rich 2-county market.

WENT means consistently high listenership and best results for advertisers.

WENT can sell the rich Gloversville-Johnstown area for you.

GILL-PERNA, INC.

National Representative

Membership .....NARTB, BAB
Pres., Gen. Mgr.....Arthur J. Barry, Jr.
Commercial Manager.....Don Kynaston
Program Director.....Richard Crans
Chief Engineer.....John P. Burke

WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Dutchess County Broadcasting Corp.
Business-Studio Address.....Nelson House
Phone Number 6800
Air Time.....Full Time
News Service .....AP
Transcription Service .....Associated
Membership .....NARTB, BAB
Pres., Gen. Mgr.....George W. Bingham
Commercial Manager.....Richard A. Dwelley
Program Director.....John Kuhn
Chief Engineer.....Marvin S. Seimes

WARC

ROCHESTER—1947—ABC

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By.....WARC, Inc.
Bus.-Studio Address.....Sheraton Hotel
Phone Number.....HAmilton 8920
Air Time.....Full Time
News Service .....AP
Representative ..... Raymer
President, Gen. Mgr.....S. W. Townsend
Sta., Comm. Mgr.....Ralph Wallace
Prog. Dir., Sls. Prom. Mgr....Edward Merritt, Jr.
Publicity Director.....Bebe Grau
Chief Engineer.....Robert Emch

WHAM

ROCHESTER—1922—NBC

Frequency: 1180 Kc.....Power: 50,000 Watts
Owned-Operated By...Stromberg-Carlson Co.
Business Address.....201 Humboldt St.
Phone Number.....Culver 7240
Air Time.....5:15 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NARTB
V.P., Gen. Mgr. .....William Fay
Commercial Manager ...John W. Kennedy, Jr.
Program Director.....Charles W. Siverson
Publicity Director.....Armin N. Bender
Chief Engineer.....Kenneth Gardner

(See Page 538)

WHEC

ROCHESTER—1925—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....WHEC, Inc.
Business-Studio Address.....40 Franklin St.
Phone Number.....Baker 6740
News Service .....AP
Transcription Service .....SESAC
Representative .....Everett McKinney
Membership .....NARTB, BAB
President.....Frank E. Gannett
Executive V.P.....Clarence Wheeler
General Manager.....Gunnar O. Wiig
Commercial Manager....Le Moine C. Wheeler
Program Director.....William J. Adams
Chief Engineer.....Bern C. O'Brien

WRNY

ROCHESTER—1946

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Rochester Bcstg. Co., Inc.
Business-Studio Address.....191 East Ave.
Phone Number.....Hamilton 9775
News Service .....AP
Transcription Service .....Associated
President.....S. J. Bachman
Gen., Sta. Mgr. .....W. Eccles Huff
Program Director.....Russell A. Browne
Commercial Manager.....Robert A. Kelley
Chief Engineer.....Leo Halpin

WSAY

ROCHESTER—1936

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By...Federal Bcstg. System, Inc.
Business-Studio Address.....328 Main St. E.
Phone Number.....Baker 4870
Air Time .....Unlimited
News Service .....INS
Representative .....Walker
Pres., Gen. Mgr.....Gordon P. Brown
Station Director.....John Hill
Commercial Manager.....Russell K. Schmidt

WVET

ROCHESTER—1947—MBS

Frequency: 1280 Kc. .....Power: 5000 Watts
Owned-Oper. By .....Veterans Bdcstg. Inc.
Address .....17 Clinton Ave So.
Phone Number ..... HAmilton 4820
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative .....The Bolling Co., Inc.
Pres., Gen. Mgr., Chf. Engr.....Ervin F. Lyke
Commercial Manager.....Elmer J. Walz
Sales Prom. Manager ..Arthur Murrellwright
Program Director .....Paul C. Louther

WKAL

ROME—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Copper City Bcstg. Corp.
Business-Studio Address..Capitol Theatre Bldg.
Phone Number 3616-7

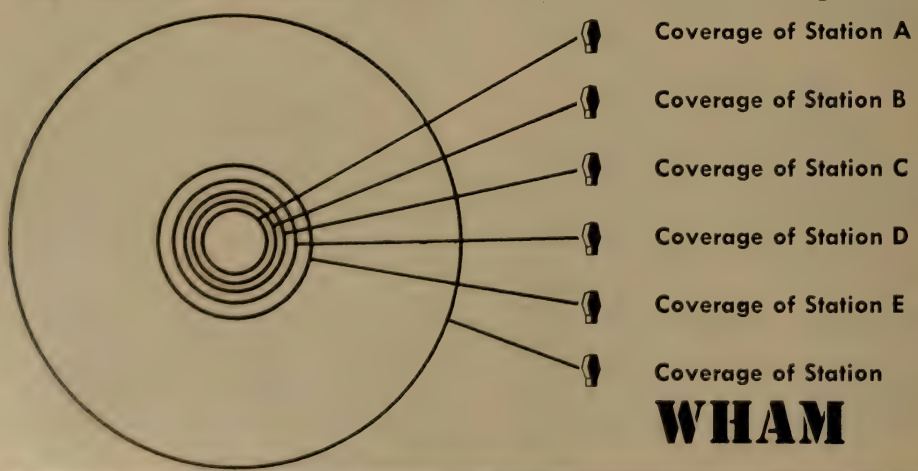
ROCHESTER, N. Y.

is not just a city...

It's a trading area of 2,114,948

and only WHAM covers it!

If you or your clients want to reach one of the richest markets in all the Eastern United States . . . use 50,000-watt, clear-channel WHAM. You'll tap cities like Rochester, Elmira, Batavia, Geneva, Binghamton—plus a huge farm country outstanding for modern character and extraordinarily high income. Study the chart below—such facts can't be ignored!



WHAM ★ **ROCHESTER RADIO CITY**

"The Stromberg-Carlson Station"

AM — FM — TV

N.B.C. AFFILIATE • GEO. P. HOLLINGBERY CO. • NAT'L REP.

Air Time .....6:30 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Donald Cooke, Inc.
President.....Myron J. Kallet
General Manager.....Charles King
Commercial Manager .....Joseph Trela
Program Director .....Louis Barile
Sales Prom. Mgr.....George Bolton
Chief Engineer.....James Delaney

WNBZ

SARANAC LAKE—1927—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Upstate Bcstg. Corp.
Business-Studio Address.....88 Main St.
Phone Number 1320
Air Time .....7:30 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....Langworth
Representative.....Wm. G. Rambeau
Membership .....NARTB
Pres., Gen. Mgr.....Jacques DeMattos
Chief Engineer.....H. Berwind Williams

WGY

SCHENECTADY—1922—NBC

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1 River Rd.
Phone Number 7-2261
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service..Lang-Worth, Thesaurus
Representative.....Henry I. Christal
Membership .....NARTB, BAB
Mgr. of Bcstg.....R. B. Hanna, Jr.
Station Operations Mgr.....R. W. Welpott
Supervisor of Sales .....Robert F. Reid
Supervisor of Prod.....B. S. Krause
Spvr. Prom., Pub.....George L. Peck
Spvr. of Programs.....A. G. Zink
Mgr. of Engineering.....W. J. Purcell
Chief Engineer.....A. C. Knapp

(See Page 540)

WSNY

SCHENECTADY—1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Western Gateway Bcstg.
Business-Studio Address.....619 State St.
Phone Number 3-3622
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....BAB
President, Gen. Mgr.....Winslow Leighton
Comm., Sls. Prom. Mgr.....Thomas Seeley
Chief Engineer.....Irving P. Beck

WAGE

SYRACUSE—1941—ABC

Frequency: 620 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....WAGE, Inc.
Business-Studio Address.....Loew Bldg.
Phone Number 2-0277
Air Time.....Full Time
News Service .....AP
Representative .....O. L. Taylor
President.....Frank G. Revoir
General Manager.....Doug Johnson
Program Director.....George Drisko
Chief Engineer.....Donald F. Langham

WFBL

SYRACUSE—1922—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By.....Onondaga Radio Bcstg.
Bus.-Studio Address.....433 S. Warren St.
Phone Number 2-1147
Air Time.....Full Time
News Service .....UP
Transcription Service .....Cole
Representative.....Free & Peters
Membership .....NARTB, BAB
President.....Oscar F. Soule
Gen., Sta. Mgr.....Samuel Woodworth
Commercial Mgr.....Charles Phillips
Sales Prom. Mgr.....Robert G. Soule
Sls. Prom. Mgr., Pub. Dir.....Hendrick Soule
Program Manager.....Raymond Gantter
Chief Engineer.....James Kelly

WNDR

SYRACUSE—1947

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By .....Syracuse Bcstg. Corp.
Address .....306 So. Salina St.
Phone Number 2-6101
V.P., Comm. Mgr.....Franklin H. Small

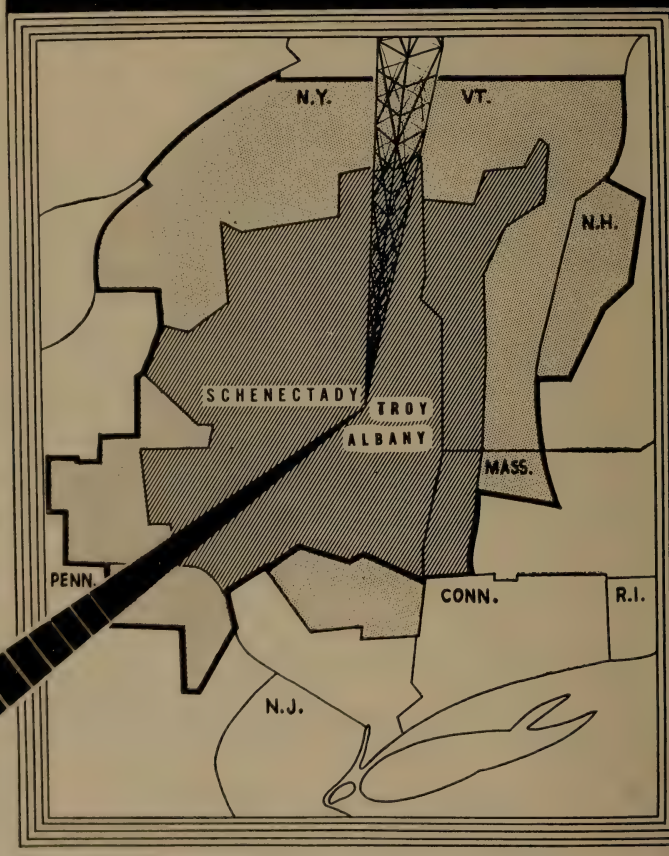
WOLF

SYRACUSE—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Civic Bcstg. Corp.
Bus.-Studio Address.....Kirkpatrick & Van Rensellear Sts.
Phone Number 2-7211
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
President, General Mgr...T. Sherman Marshall
Sta. Mgr., Prog. Dir.....Hamilton M. Woodle
Chief Engineer.....Don Muir

ONLY ONE STATION COVERS

The SEVENTEENTH STATE*



- 22 cities
- 458 towns
- 53 counties
- 2,846,300 citizens
- 878,130 radio families
- only NBC station
- more goods purchased than 36 states
- more spendable income than 32 states

1.1952 SAB.

*a compact market of 53 counties in Eastern New York and Western New England whose effective buying income is exceeded by only 16 states

WGY

A GENERAL ELECTRIC STATION

THE CAPITAL OF THE 17TH STATE

Studios in Schenectady, N. Y.

REPRESENTED NATIONALLY BY HENRY I. CHRIS
NEW YORK — CHICAGO — SAN FRANCISCO

WSYR

SYRACUSE—1922—NBC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Central N. Y. Bcstg.
Phone Number 3-7111
Bus.-Studio Addres.....224 Harrison St.
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership .....NARTB, BAB
Pres., Gen. Mgr.....E. R. Vadeboncoeur
Director of Sales.....W. R. Alford, Jr.
Sales Promotion Manager....Caley Augustine
V.P., Pgm. Dir.....Bill Rothrum
V.P., Chief Engineer.....Armand Bell Isle

(See Page 542)

WTRY

TROY—1940—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....Troy Bcstg. Co., Inc.
Business-Studio Address.....92 Fourth St.
Phone No. ....Albany 4-2500, Ashley 4-1100
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Capitol
Representtaive .....Headley-Reed
Membership .....NARTB, BAB
President.....H. C. Wilder
General Manager.....W. W. Carter
Commercial Manager.....E. M. Sleighel
Sales Prom. Mgr., Pub. Dir...James F. Baker, Jr.
Program Director.....Randolph English
Chief Engineer.....A. H. Chismark

WGAT

UTICA—1947

Frequency: 1310 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Central Bcstg. Co.
Phone Number 2-9231
Bus.-Studio Add., Trans. Loc.....Kellogg Rd., New Hartford
Air Time.....Full Time
News Service .....AP
Representative ..... Meeker
Pres., Gen. Mgr.....J. Eric Williams
Promotion Manager.....Lloyd P. Walsh
Publicity Director.....C. D. Williams
Program Director.....N. W. Bush
Chief Engineer.....Elbert T. Bailey

WIBX

UTICA—1925—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By .....WIBX, Inc.
Address .....First Bank Bldg.
Phone Number 2-2101
Air Time .....Unlimited

WTRY

wraps up and delivers . . . the

ALBANY-TROY SCHENECTADY market

WTRY keeps the lead on the 1952 Pulse.

WTRY's rates are half the No. 2 station's.

WTRY is a spectacular "best buy".

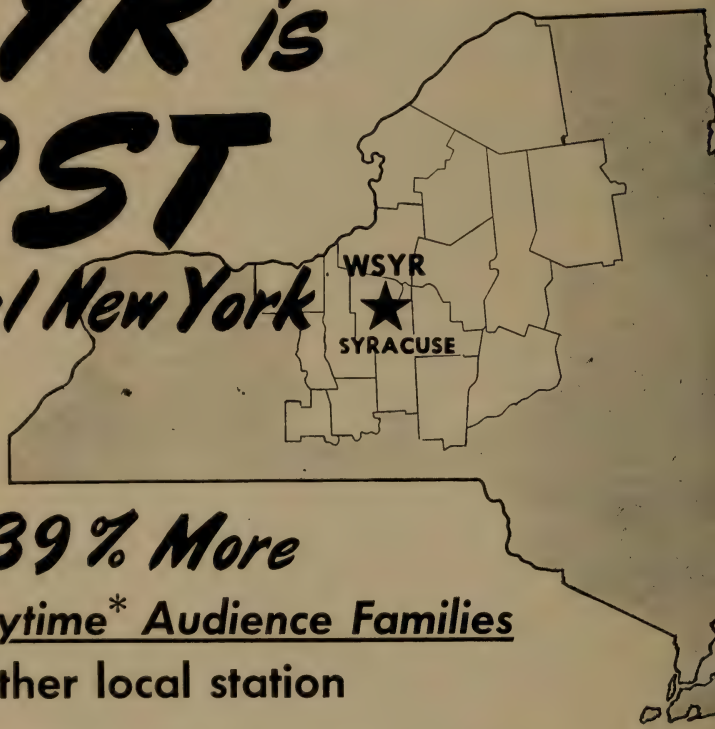
CBS

5000 WATTS
980 KC

Represented by Headley-Reed Co.

Any way you look at it...

WSYR is FIRST in Central New York



Up to 239% More

Weekly Daytime* Audience Families

than any other local station

According to SAMS 1952	According to Nielsen 1952
29.8% more than Station A	47.0% more than Station A
72.7% more than Station B	55.0% more than Station B
194.4% more than Station C	157.5% more than Station C
239.1% more than Station D	212.2% more than Station D

There it is—the leadership revealed by BMB in 1947 still continues. WSYR is your advertising buy in rich Central New York.

**And the nighttime figures show approximately the same leadership*

Write, Wire, Phone or Ask Headley-Reed

WSYR ACUSE
570 KC

WSYR-AM-FM-TV—the Only Complete Broadcast Institution in Central New York. NBC Affiliate

News Service ..... UP
Transcription Service ..... World
Reps..... Colton, Bannan, Biddick, Clark
Membership ..... NARTB, BAB
Pres., Gen. Mgr. ... Mrs. Margaret B. Stevens
Exec. V.P., Sta. Mgr., Pgm. Dir... Elliott Stewart
Production Director .... Betty Cushing Griffin
Comm. Mgr., Pub. Dir..... Nathan W. Cook
Merchandising Mgr..... F. C. Bowen
V.P., Secretary ..... Gladys P. Moore
Chief Engineer ..... John T. Dowdell

WRUN

UTICA-ROME—1947—ABC

Frequency: 1150 Kc..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By..... The Rome Sentinel Co.
Business-Studio Address..... 158 Genesee St.
Phone Number 2-5111
Air Time..... 6:30 a.m.-12:05 a.m.
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Avery-Knodel
President..... Bradley C. Barnard
General Manager..... Fritz S. Updike
Program Director..... Edward M. Stemmler
Sta., Comm. Mgr..... Richard A. Clark
Publicity Manager..... Margaret Barnard
Transmitter Supervisor..... George S. Woods

WDLA

WALTON—1951—KBS

Frequency: 1270 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... Delaware County Bcstg. Corp.
Address ..... Route 206
Phone Number 1270
News Service ..... UP
President..... E. Ogden Bush
General Manager..... Arthur C. Kyle, Jr.
Commercial Manager..... Ernest C. Winkler
Program Director..... H. C. Fisher
Chief Engineer..... Gene Robinson

WATN

WATERTOWN—1941—MBS

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Oper. By..... Watertown Bcstg. Corp.
Bus.-Studio Location..... 118 Washington St.
Phone Number 2424
Air Time..... 7 a.m.-12:15 a.m.
News Service ..... AP
Transcription Service ..... Standard
Membership ..... NARTB
Pres., Gen. Mgr..... G. Harry Righter

NOW THAT YOU CAN HAVE THE *BEST*, WHY BE SATISFIED WITH *LESS?*

AP

WWNY

WATERTOWN—1941

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Co.
Business-Studio Address.....Hotel Woodruff
Phone Number 4120
News Service .....UP
Transcription Service.....World, Associated
Representative .....Weed
Membership .....NARTB, BAB
President.....John B. Johnson
General-Comm. Mgr.....Louis Saiff, Jr.
Chief Engineer.....M. B. Davis

WFAS

WHITE PLAINS—1932

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Westchester Bcstg. Corp.
Bus.-Studio Address.....8 Church St.
Phone Number.....White Plains 9-6400
Air Time .....Unlimited
News Service .....AP
Trans. Service....Associated, Capitol, SESAC
Representative .....Headley-Reed
Membership .....NARTB
President.....Valentine E. Macy, Jr.
Gen.-Sta. Mgr., Chief Engineer..Frank A. Seitz
Sales Prom. Mgr.....John H. Hade
Program Director.....Randall Kaler

WWRL

WOODSIDE—1926

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Long Island Bcstg. Corp.
Bus.-Studio-Transmitter Address..41-30 58th St.
Phone Number.....Newtown 9-3300
Air Time.....Full Time
News Service .....AP
Transcription Service .....Associated
President.....W. H. Reuman
Station Manager.....Edith Dick
Sales Prom. Mgr.....Selvin Donneson
Program Director.....Fred Barr
Publicity Director.....Walt Kaner
Chief Engineer.....Benton R. Bartlett

YEAR by YEAR
MORE Business
MORE Listeners

On this pioneer station in the quality music field . . . available to serve you in Westchester's $¾ billion market.
Ask for a copy of our current Conlan!

WFAS and WFAS-FM
8 Church Street
White Plains, N. Y.

Represented by
Headley-Reed Company
New York, N. Y.

WWRL
New York
5,000 WATTS
Powerfully Selling America's Greatest Market at the Lowest Cost
• • •
TOPS in New York
for
Spanish—German
Czechoslovakian
and the
NEGRO MARKET
• • •
1600 Kc NEwtown 9-3300

NORTH CAROLINA

Pop. April 1, 1953 (Est.) 4,277,000—Total Housing Units 1,064,000
Families April 1, 1953 (Est.) 1,025,000—Stations in State 100

WRCS

AHOSKIE—1948

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Roanoke-Chowan Bcstg. Co., Inc.
Business Address.....P. O. Box 89
Phone Number 333
News Service .....UP
Transcription Service .....World
President.....Charles H. Jenkins
Gen., Comm. Mgr.....P. G. Sewell
Program Director.....Johnny Palmer
Chief Engineer.....John M. Sherwood

WABZ

ALBEMARLE—1947—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WABZ, Inc.
Business-Studio Address.....No. 2nd St.
Phone Number 1100
News Service .....AP
Representative .....Dodson
President.....S. R. Williams
General Manager .....W. J. Page
Commercial Manager.....J. T. Newman
Program Director.....L. W. Kinard
Chief Engineer .....J. D. Brooks

WGWR

ASHEBORO—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Asheboro Bcstg. Co., Inc.
Business-Studio Address..303 E. Salisbury St.
Phone Number 2187
Air Time.....5 a.m.-sunset
News Service .....UP
Transcription Service .....Associated
President .....Roy Cox
Gen., Sta., Comm., Prom. Mgr....J. R. Marlowe
Pgm., Publ. Dir.....A. B. Brown

WISE

ASHEVILLE—1939—NBC

Frequency: 1310 Kc.....Power: 5000 W. d.-1000 n.
Owned-Operated By..Radio Station WISE, Inc.
Address.....100 College St.
Phone Number 3-5381-3
Air Time ..... Unlimited
News Service .....AP
Representative .....Bolling Co.
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Harold H. Thoms
Commercial Mgr.....Loyd B. Leonard
Sales Prom. Manager.....Floye Bowers
Program Director.....Art Borgesen
Publicity Dir.....Skeeter Moore
Chief Engineer .....John Randolph

WLOS

ASHEVILLE—1947—ABC

Frequency: 1380 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Skyway Bcstg. Co.
Business-Studio Address....Battery Park Hotel
Phone Number 2-2431
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Taylor Co.
Executive Vice President.....Charles B. Britt
Station Manager.....Charles E. Newcomb
Commercial Manager.....George Roesler
Prom., Publ. Dir.....Margaret Hall
Program Director.....William L. Robertson
Chief Engineer.....William M. Chambers

WSKY

ASHEVILLE—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Asheville, Inc.
Business-Studio Address.....12 Church St.
Phone Number 3-4451
Air Time.....6:30 a.m.-M.
News Service .....AP
Representative .....Rambeau
President.....Carl R. Bamford
Gen.-Sta. Mgr.....Zeb Lee
Commercial Manager.....Hal Edwards
Sls. Prom. Mgr., Pub. Dir.....J. W. Young
Program Director.....Frank Messer
Chief Engineer.....Bill Clements

WWNC

ASHEVILLE—1927—CBS-MBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Asheville Citizen-Times Co.
Business-Studio Address.....14 O'Henry Ave.
Phone Number 5611
Air Time.....Full Time
Newspaper Affiliation.....Asheville Citizen-Times
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Headley-Reed
Membership .....NARTB, BAB
President.....Don S. Elias
General Manager.....Cecil B. Hoskins
Commercial Manager.....James A. Hagan
Program Director.....William F. Melia
Chief Engineer.....William H. Hamrick

WATA

BOONE—1950—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Wilkes Bcstg. Co.
Address .....Box 72
Phone Number 467
Air Time.....Full Time
News Service .....AP
President.....Doris B. Brown
General Manager.....Ralph Tugman
Commercial Manager.....Betty Jo Miller
Sales Prom. Mgr.....Roland B. Potter
Program Director.....William R. Craig
Publicity Director.....Jay Corrington
Chief Engineer.....Bill K. Phillips

WPNF

BREVARD—1950—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Pisgah Bcstg. Co., Inc.
Phone Number 3-2611
News Service .....AP
News. Affil.....'Transylvania Times"
Representative.....Continental Radio Sls.
President.....Ed M. Anderson
Gen., Comm. Mgr.....Jack Hammette
Sales Prom. Mgr.....Dave Sherrill
Chief Engineer.....William Pascal

WBBB

BURLINGTON—1941—MBS-KBS

Frequency: 920 Kc.....Power: 5000 Watts d.
Owned-Operated By.Alamance Bcsta. Co., Inc.
Business-Studio Address.....318½ S. Main St.
Phone Number 6-6376
News Service .....AP
Transcription Service .....Associated
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
General Manager.....E. Z. Jones
Commercial Manager.....Robert Ray
Program Director.....Ed Brooks
Sales Prom. Mgr.....Roy Springer
Production Director.....Robert Thompson
Publicity Director.....Doris Rickard
Chief Engineer.....Berry Tysor

WFNS

BURLINGTON—1946

Frequency: 1150 .....Power: 1000 Watts d.,
Owned-Oper. By Burlington-Graham Bdcstg Co.
Address.....113 W. Andrews St.
Phone Number 4261
News Service .....UP
Transcription Service .....World
Representatives.....Sears & Ayer, Clayton
Membership .....NARTB
President .....L. E. Neese
Gen., Sta. Mgr.....G. C. Starnes
Commercial Manager.....Wally Mack
Sales Promotion Mgr.....Joe Sansone
Pgm., Publ. Dir.....Bob Neimyer
Chief Engineer .....Charles D. Chandler

WAYS

CHARLOTTE—1942—ABC-N.C.

Frequency: 610 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Inter-City Advertising Co.
Business-Studio Address.....120 E. Third St.
Phone Number 3-7173
Air Time .....Unlimited
News Service .....UP
Representative .....Bolling Co.
Membership .....NARTB
President.....George W. Dowdy
Gen., Sta. Mgr.....J. P. Poston
Program Director.....J. B. Clark
Commercial Manager.....E. T. Bemont
Sales Prom. Mgr.....Ken McClure
Chief Engineer .....B. C. Stewart

WBT

CHARLOTTE—1922—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Oper. By...Jefferson Standard Bdcstg.
Address .....Wilder Building
Phone Number 3-8833
Air Time.....Full Time
News Service .....AP, UP
Transcription Service .....Associated, World
Representative.....CBS Radio Spot Sales
Membership .....NARTB
President .....J. M. Bryan
General Manager.....Charles H. Crutchfield
Asst. Gen. Mgr.....Larry Walker
Commercial Manager .....Keith S. Byerly
Sales Prom. Mgr.....Robert Covington
Program Director.....Robert L. Rierson
Publicity Director.....Nelson Benton
Chief Engineer .....M. J. Minor

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Charlotte Radio & TV Corp.
Business Address.....2520 Toomey Ave.
Phone Number.....2-6669, 5-4829
Air Time .....Daytime
News Service .....AP
Representative .....Forjoe
Membership .....NARTB, BAB
Pres., Gen. Mr.....Francis M. Fitzgerald
Promotion Manager.....Eric C. Dehlin
Commercial Manager.....John G. Surratt
Program Director.....C. E. Friar
Station Manager.....Henry G. Grad
Sales Promotion Mgr.....James Fokes
Publicity Director.....Julian Barber
Chief Engineer.....S. K. Lineberger

WIST

CHARLOTTE—1951—MBS

Frequency: 930 Kc....Power: 5000 d; 1000 n.
Owned-Oper. By.....Bcstg. Co. of South
Address.....Liberty Life Bldg.
Phone Number 6-3511
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Free & Peters
President.....B. C. Hipp
General Manager.....G. R. Shafto
Managing Director.....Guy Vaughan
Program Director.....Fred Vinroot
Chief Engineer.....John N. Parker

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WSOC, Inc.
Address.....1925 N. Tryon St.
Phone Number 2-7138
News Service .....AP
Representative .....Headley-Reed
Membership .....NARTB, BAB
Pres., Gen. Sta. Mgr.....E. J. Gluck
Commercial Mgr.....Bomar A. Lowrance
Sales Prom. Mgr., Pub. Dir....John Dunnagan
Program Director.....Armand F. Bodie
Chief Engineer.....L. L. Caudle, Jr.

WRRZ

CLINTON—1947

Frequency: 880 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WRRZ, Inc.
Bus.-Studio Address.....Butler Bldg.
Phone Number 2354
President.....W. R. Roberson, Sr.

WEGO

CONCORD—1943

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owne-Oper. By .....Cabarrus Bdcstg. Co.
Business-Studio Address .....P. O. 527
Phone Number 2-6000
News Service .....AP
Transcription Service .....Thesaurus
President.....A. W. Huckle
General Manager.....Elizabeth Huckle
Pgm., Comm., Prom. Dir.....Howard McCurry
Chief Engineer.....James M. Wise

WCKB

DUNN—1946—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Car. Cent. Bcstrs.
Business Address.....Box 431
Phone Number 3133-4
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....BAB
President.....Lefton A. Tart, Sr.
Sta., Gen. Mgr.....A. Lincoln Faulk
Commercial Manager.....Carl Lamm
Sales Prom. Mgr.....Hershell Barbour
Program Director.....E. L. Burwell
Publicity Director.....Alan Compton
Chief Engineer .....Joseph Kotlas

WDNC

DURHAM—1934—CBS

Frequency: 620 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....The Durham Radio Corp.
Bus.-Studio Address..138½ E. Chapel Hill St.
Phone Number 6155
Air Time.....Full Time
News Service .....UP
Transcription Service .....Associated
Representative.....Paul H. Raymer
Membership .....NARTB
President.....C. C. Council
V.P., Gen. Comm. Mgr.....J. Frank Jarman
Office Manager.....Sue Germino
Commercial Manager....C. James Woodhouse
Program Director.....E. R. Higgins, Jr.
Chief Engineer .....G. W. Bartlett

AP SELLS

For Stations and Sponsors —

For instance . . . WCPS

"Our success is due largely to well-written, well-prepared AP news copy. AP is as valuable to us as our right arm!"

J. T. SNOWDEN, JR.,
General Manager,
WCPS, Tarboro, N. C.

WSSB

DURHAM—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....Public Information Corp.
Address.....211 Rigsbee Ave.
Phone Number 6919-6910
Air Time .....6 a.m.-12 M.
News Service .....INS
Transcription Service .....Capitol
President .....Tom Sawyer
General Manager.....Thomas O. McCaffrey
Commercial Manager.....William R. Kirby, Jr.
Program Director .....Ed Coles
Chief Engineer .....Edward Norman

WTIK

DURHAM—1946—ABC

Frequency: 1310 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Durham Bcstg Enter., Inc.
Address.....205½ W. Main St.
Phone Number 6101
News Service .....AP
Transcription Service.....World, Capitol
Representative .....Pearson
General Manager.....Floyd Fletcher
Commercial Manager.....Tom Mitchell
Program Director.....Charlie Cash
Chief Engineer.....Arlis White

WCNC

ELIZABETH CITY—1939

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Albemarle Bcstg. Co., Inc.
Address.....E. Colonial Ave.
Phone Number 4370
President.....Joseph A. Gill

WGAI

ELIZABETH CITY—1947

Frequency: 560 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By...WGAI Radio Co., Inc.
Business-Studio Address.....Kramer Bldg.
Phone Number 4371,-2
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
President .....Herbert Peele
Gen., Sta. Mgr.....C. Alden Baker
Comm. Mgr., Pgm. Dir.....Bob Thomas

WIFM

ELKIN—1951—MBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By....Yadkin Valley Bcstg. Co.
Address.....1141 Elk Spur St.
Phone Number 739
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Representative .....Continental
Sta. Mgr., Chief Engr.....John A. Hinshaw
Commercial Manager.....Claude White
Program Director.....Joe Foster

WFAI

FAYETTEVILLE—1951—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Rollins Bcstg., Inc.
Bus.-Studio Add.....Huske Bldg.
Phone Number 2-8131
Air Timec.....Full Time
News Service .....AP
Transcription Service.....RCA Thesaurus
President.....John W. Rollins
Vice President.....O. Wayne Rollins
Gen., Sta. Mgr.....James H. Mayes, Jr.
Prom., Publ. Dir.....Covey Yarborough
Program Director.....Ted Austin
Chief Engineer.....Bill Erickson

WFLB

FAYETTEVILLE—1948—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstrs., Inc.
Phone Number 2-7136
Air Time .....5:30 a.m.-M.
News Service .....AP
Representative .....Burn-Smith
General Manager.....L. W. Allen
Commercial Manager.....C. M. Gaylord
Program Director.....W. H. Farrior, Jr.
Chief Engineer.....W. D. Bailey

WFNC

FAYETTEVILLE—1940
MBS—TOBACCO NET

Frequency: 1390 Kc.....Power: 5000 W. d.-1000 W. n.
Owned-Oper. By.....Cape Fear Bcstg. Co.
Business-Studio Address....114 Anderson St.
Phone Number 2-4848
Air Time.....Full Time
News Service .....UP
Representative .....Walker
President.....T. K. Weyher
Gen., Sta. Manager.....Victor W. Dawson
Commercial Manager.....Tom Harrell
Program Director.....Mac Stamps
Chief Engineer .....John Ikner

WBBO

FOREST CITY—1947

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Rutherford County Radio Co., Inc.
Address .....Forest City
Phone Number 3205
News Service .....AP

Transcription Service .....Thesaurus
Pres., Gen. Mgr.....Ed M. Anderson
Sta., Comm. Mgr.....Fred Blanton
Sales Prom. Mgr., Prog. Dir.....Jane Smith
News Dir., Farm Editor.....Lu Kampe
Chief Engineer.....Merton Iwerks

WFVG

FUQUAY SPRINGS—1949—KBS

Frequency: 1460 Kc. ....Power: 1000 Watts a.
Owned-Oper. By .....WFVG Bdcstg. Co.
Address.....P. O. Box 416
Phone Number 333
News Service .....AP
President .....J. M. Stephenson
General Manager.....Marshall T. Pack
Commercial Manager.....Auburn C. Hayes
Program Director.....Walter Pearson
Chief Engineer.....Harry Stephenson

WGNC

GASTONIA—1939—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Catherine T. McSwain
Bus.-Studio Address.....Dallas Rd.
Phone Number 8501
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
Owner.....Catherine T. McSwain
General Manager.....Pat McSwain
Commercial Manager.....F. C. Abernathy
Program Director.....Fred Gray
Chief Engineer.....W. C. Groves, Jr.

WLTC

GASTONIA—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Gastonia Bcstg. Serv., Inc.
Address.....P. O. Box 1010
Phone Number 5-1079
News Service .....UP
Transcription Service .....World
Representative.....Thomas F. Clark
Pres., Gen. Mgr.....James B. Petty
Commercial Manager.....Boyce C. Morrow
Program Director.....E. Holder
Chief Engineer.....W. C. Groves

WFMC

GOLDSBORO—1951—KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Southern Radio & TV Corp.
Address .....117 Bypass
Phone Number 963
News Service .....UP
President .....Hayden Stuart
General Manager.....William R. Murray
Program Director.....Charles S. Carter
Chief Engineer.....William W. Bridges

WGBR

GOLDSBORO—1939—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By .E. Carolina Bdcstg. Co., Inc.
Address .....P. O. Box 1024
Phone Number 3730
Air Time.....Full Time
News Service .....AP
Transcription Service.....Thesaurus
President .....A. T. Hawkins
General Manager .....V. Gerald Balkcum
Chief Engineer.....Daniel B. Trueblood
Commercial Manager.....Nat Royster
Program Director....Norman D. Satterthwaite

WBIG

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....North Carolina Bcstg. Co.
Phone Number 6125
Studio Address.....O. Henry Hotel Bldg.
Air Time.....Full Time
News Service .....AP
Transcription Service.....Thesaurus, World
Representative.....George P. Hollingbery
Pres., Gen., Sta. Mgr.....Allen Wannamaker
Commercial Mgr.....William P. Mitchell
Prom., Publ. Dir.....Virginia Neese
Program Director.....Dan Griffin
Chief Engineer.....Jim Miller

WCOG

GREENSBORO—1948—ABC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Inter-City Adv. Co., Inc.
Business-Studio Address.....314 S. Greene St.
Phone Number 3-6925
Air Time.....Full Time
News Service .....UP
Representative.....The Bolling Co.
Membership .....NARTB, BAB
President.....George W. Dowdy
General Manager.....Virgil V. Evans
Commercial Manager....B. George Barber, Jr.
Program Director.....Robert W. Stroh
Publicity Director.....Jeri Gore
Chief Engineer.....Ernest Pate, Jr.

WGBG

GREENSBORO—1942—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Greensboro Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 2280
Phone Number 3-3631
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NARTB

Pres., Gen., Sta., Comm. Mgr. Ralph M. Lambeth
Prom., Publ. Dir. ..... Earl O. Sullivan
Program Director ..... Marie Craven
Chief Engineer ..... Fred S. Smith

WGTC

GREENVILLE—1940
TOBACCO—MBS

Frequency: 1590 Kc. ...Power. 5000 Watts d., 1000 Watts n.
Owned-Oper. By ..Carolina Bdcstg. Sys., Inc.
Address ..... P. O. Box 898
Phone Number 3182
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... World, Capitol Associated
Representative ..... John E. Pearson Co.
Membership ..... NARTB
President ..... Earl McD. Westbrook
Gen., Sta. Mgr. ..... A. Hartwell Campbell
Sales Prom. Mgr. ..... Carl McKinney
Commercial Manager ..... John G. Clark, Jr.
Program Director ..... Tom I. Moore, Jr.
Publicity Director ..... Ruth Webb
Chief Engineer ..... Hank Tribley

WBID

HENDERSON—1952

Frequency: 1450 Kc. ..... Power: 250 Watts
Owner-Operator ..... Nathan Frank
Address ..... 219 South Williams St.
Phone Number 4091
President, Gen. Mgr. ..... Nathan Frank
Program Director ..... Allen McCellan

WHNC

HENDERSON—1945—MBS

Frequency: 890 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Henderson Radio Corp.
Bus.-Studio Address ..... Norlina Road
Phone Number 7137
Air Time ..... Daytime
News Service ..... AP
Transcription Service ..... Thesaurus, Cole, Lang-Worth, Keystone, Capitol
President ..... S. S. Stevenson
Gen., Sta., Comm. Mgr. ..... Nathan Frank
Program Director ..... Tommy Powell
Publicity Director ..... Bob Harrison
Chief Engineer ..... James Mayo

WHKP

HENDERSONVILLE—1946—MBS-KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Radio Hendersonville, Inc.
Phone Number 9062
Air Time ..... 5:45 a.m.-M.
News Service ..... AP
Transcription Service ..... McGregor
Representative ..... Donald Cooke
President ..... Beverly Middleson
Station Manager ..... Kermit Edney
Commercial Manager ..... Robert Smith
Chief Engineer ..... Charles Renfrow

WHKY

HICKORY—1939—ABC

Frequency: 1290 Kc.... Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By... Catawba Valley Bcstg. Co.
Address ..... Radio Bldg.
Phone Number 2294
Representative ..... Walker
Transcription Service ..... World
News. Affil. ..... "Daily Record"
Membership ..... NARTB
News Service ..... UP
President ..... Carl V. Cline
Gen., Sta. Mgr., Ch. Eng. ..... Edmund S. Long
Commercial Manager ..... James K. Willis
Prog., Pub. Director ..... Stowe W. Hoyle

WIRC

HICKORY—1948

Frequency: 630 Kc. ...Power: 1000 Watts d.
Owned-Oper. By ..... Foothills Bdcstg., Inc.
Address ..... 329 1st Ave.
Phone Number 2124
Air Time ..... Daytime
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... John E. Pearson
Membership ..... NARTB
President ..... Margaret A. Smith
Gen., Sta. Mgr. ..... E. H. Smith, Jr.
Commercial Manager ..... Lee Douglas
Prom., Publ. Dir. ..... Dorothea Chisholm
Program Director ..... Mattie I. Padgett
Chief Engineer ..... Elmer H. Troutman

WHPE

HIGH POINT—1947—KBS

Frequency: 1070 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By..High Point Enterprise, Inc.
Business-Studio Address ..... 307 N. Main St.
Phone Number 3466
Air Time ..... Daytime
News Service ..... AP
Transcription Service ..... World
Membership ..... NARTB, BAB
Co-Owner ..... R. B. Terry
Co-Owner ..... D. A. Rawley
Sta., Comm. Mgr. ..... Walter Hester
Program Director ..... Nick Lawrence
Chief Engineer ..... Yancy Cecil

WMFR

HIGH POINT—1935—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WMFR, Inc.
Business Studio Address.....164 S. Main
Phone Number 4593
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NARTB, BAB
Pres., Gen.-Station Mgr.....Frank S. Lambeth
Commercial Manager.....Frank Smith
Prom., Publ. Dir.....Gerald D. Sullivan
Program Director.....Gary Davis
Chief Engineer.....Robert Moore

WJNC

JACKSONVILLE—1945
MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Lester L. Gould
Address .....Box "E"
Phone Number 707-708
Air Time.....Full Time
News Service ..... UP
Transcription Service .....World
Representative ..... Pearson
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Lester L. Gould
Commercial Manager.....Rodric L. Jones
Sales Prom. Mgr.....H. N. Fisher
Chief Engineer.....Rod O. Dorsey

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Fred H. Whitley, Inc.
Address .....Box 997
Phone.....Kannapolis 2255
Air Time .....Daytime
News Service .....UP
Transcription Service.....Lang-Worth, World
Membership .....NARTB
Pres., Gen. Mgr.....Fred H. Whitley
Chief Engineer.....Foy Hinson

WELS

KINSTON—1950—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Farmers Bstg. Service, Inc.
Address.....1400 W. Vernon St.
Phone Number 5151
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Representative .....Devney
President.....E. L. Scott
Gen., Prom. Mgr.....Jack P. Hankins
Commercial Manager.....Leland Nelson
Program Director.....Robert Mongold
Chief Engineer.....Ed Landry

WFTC

KINSTON—1937—ABC-CBS

Frequency: 960 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....Kinston Bcstg. Co.
Address.....204 East King St.
Phone Number 4111
Air Time.....Full Time
News Service.....UP, AP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....BAB
Pres., Gen., Sta. Mgr.....William S. Page
Commercial Mgr.....J. Harold Vester
Program Director.....Catherine Cooke
Publicity Director.....Carl B. Caudill, Jr.
Chief Engineer.....David E. Hardison

WEWO

LAURINBURG—1947—KBS
TOBACCO

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Scotland Bcstg. Co
Bus.-Studio Address .....State Bank Bldg.
Phone Number 770
News Service.....AP, UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
President .....Edwin Pate
General Manager.....J. R. Dalrymple, Jr.
Commercial Manager.....W. S. Brown
Program Director.....Paul Wynn
Chief Engineer.....Truman N. Brock

WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Douglas L. Craddock
Address.....Box L, Blvd. St.
Phone Number 701-2
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Pres., Gen., Sta. Mgr....Douglas L. Craddock
Program Director.....J. K. Thomas
Chief Engineer.....Eldred Winn

WJRI

LENOIR—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....John P. Rabb
Address .....107 West Ave.
Phone Number 4-5361
Air Time .....6 a.m.-12 M.
News Service .....UP

Transcription Service .....Lang-Worth
Pres., Gen. Mgr. .....John P. Rabb
Commercial Manager .....F. Kent Atwater
Program Director .....K. Rabb
Chief Engineer.....Joe Graybeal

WBUY

LEXINGTON—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Davidson County Bcstg. Co.
Business Address.....P. O. Box 359
Phone Number 2716
Air Time.....Full Time
News Service .....AP
Membership .....NARTB
Partners.....Greely N. & Omar G. Hilton
Station Manager.....C. Robert Ray
Commercial Mgr. .....Robert Raker
Program Director .....
Chief Engineer.....Fred Honeycutt

WTSB

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Robeson Bcstg. Corp.
Business-Studio Address.....112 W. Fifth St.
Phone Number 6056
News Service .....AP
Transcription Service .....World
Representative.....Continental Radio Sales
General Manager.....James MacNeil

WBRM

MARION—1949

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By..Lake City Bcstg. Corp.
Address.....13½ W. Court St.
Phone Number 7221
News Service .....UP
Pres., Gen. Mgr.....W. P. Erwin
Commercial Mgr.....J. C. Pleasant
Program Director.....J. L. Reynolds, Jr.
Chief Engineer.....Hubert C. Martin

WMAP

MONROE—1947—KBS

Frequency: 1060 Kc.....Power: 250 Watts d.
Owned-Operated By.....Union Bcstg. Corp.
Business Address.....P. O. Box 382
Phone Number 1060
News Service .....UP
Transcription Service .....World
President .....Dick Marable
Chief Engineer.....Robert I. Smith

WHIP

MOORESVILLE—1950—KBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....Wayne M. Nelson
Address.....Mooresville, N. C.
Phone Number 3-4301
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Pres., Gen. Manager.....Wayne M. Nelson
Chief Engineer.....E. M. Stanton, Jr.
Consulting Engineer.....George C. Davis

WMBL

MOREHEAD CITY—1947

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Carteret Bcstg. Co., Inc.
Address .....Box 740
Phone Number 6-3188
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Rrepresentative .....McGillvra
Membership .....NARTB
Pres., Gen. Mgr.....Grover C. Munden
Sales Prom. Mgr.....Charles Markey
Commercial Manager.....Jimmy Wallace
Prog. Dir., Chf. Engr.....Ray Cummins

WMNC

MORGANTON—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Nathan J. Cooper
Phone Number 1100
Air Time.....6 a.m.-M.
News Service .....AP
Pres., Gen. Mgr.....Nathan J. Cooper
Com. Mgr., Chf. Eng.....Frank A. Ballew
Program Director.....Madelyn V. Patton

WPAQ

MT. AIRY—1948—KBS

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ralph D. Epperson
Phone Number 1400-1
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Thomas Clark
Membership .....NARTB
Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
Commercial Manager.....Lucy Bowman
Sales Prom. Mgr.....Bill Belton
Program Director.....Ruby Wray
Publicity Director.....Joe Johnson
Chief Engineer.....Arnold Bruce Flemming

WSYD

MOUNT AIRY—1951—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Mount Airy Bcstrs., Inc..
Address.....P. O. Box 216

Phone Number 581
Pres., Gen. Mgr., Chief Engineer
Robert H. Epperson
Commercial Manager.....Erastus F. Poore
Program Director.....Jim Harrelson

WHIT

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WHIT
Address .....US Hway 17 So.
Phone Number 4450-4024
Air Time .....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....John E. Pearson
Owner.....Harmon L. Duncan
Gen.-Sta.-Comm. Mgr. .....Ray D. Williams
Sales Prom. Mgr.....George Nelson
Chief Engineer.....Stuart Hall

WNNC

NEWTON—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Newton Conover Bcstg. Co.
Business Address.....West A St.
Phone Number 930
Transcription Service .....SESAC
Membership .....NARTB
News Service .....UP
President (Owner).....Charles Turner
Gen., Sta. Mgr.....George C. Yarbrough
Comm., Prom. Mgr. James W. Batts
Program Director.....Moe Fox
Chief Engineer.....Dennis Long

WKBC

NORTH WILKESBORO—1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wilkes Bcstg. Co.
Phone Number 633
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....Doris B. Brown
Comm.-Sales Prom. Mgr.....Roland B. Potter
Program Director.....Claude Raney
Chief Engineer.....Walter Harrold

WOXF

OXFORD—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oxford Bcstg. Corp.
Address.....P. O. Box 1111
Phone Number 4167
Transcription Service .....Capitol
News Service .....AP
President.....Frank W. Hancock
General Manager. .. James F. Flanagan
Commercial Manager.....Mike Hight
Promotion Manager.....Bob Smith
Chief Engineer.....Howard Harrell

WNAO

RALEIGH—1948—ABC

Frequency: 850 Kc.....Power: 10,000 Watts d., 5000 Watts n.
Owned-Oper. By...News & Observer Pub. Co.
Address .....219 So. McDowell St.
Phone Number 2-0321
Air Time.....Full Time
News Service .....UP
News. Affil.....News & Observer Publ. Co.
Transcription Service .....World
Representative .....Weed & Co.
President .....Josephus Daniels, Jr.
General Manager .....Frank Daniels
Station Manager.....G. F. Albright
Commercial Manager.....Guy Zwahlen
Program Director.....Audrey Schroy
Publicity Director.....Hal Stanley
Chief Engineer.....E. J. Reopelle

WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WPTF Radio Co.
Business-Studio Address.....Insurance Bldg.
Phone Number 8311
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative.....Free & Peters
Membership .....NARTB
President.....S. B. Coley
V.P., Gen. Sta. Mgr.....Richard H. Mason
Sales Manager.....R. W. Youngsteadt
Program Manager.....Graham B. Poyner
Dir. of Adv. & Prom.....Henry T. Vaden
Chief Engineer.....Henry Hulick, Jr.

WRAL

RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Capitol Bcstg. Co., Inc.
Bus.-Studio Address.....130 S. Salisbury St.
Phone Number 6411
Air Time.....Full Time
News Service .....AP
Representative.....Forjoe & Co.
Membership.....NARTB, BAB
President.....A. J. Fletcher
General Manager.....Fred Fletcher
Comm., Prom. Mgr.....Herb Pearson
Program Director.....George Hall
Chief Engineer.....Virgil D. Duncan

WFRC

REIDSVILLE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Piedmont Carolina Bcstg.
Business-Studio Address....Box 990, Gilmer St.

Phone Number 4361-2
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
President.....H. T. Williams
Gen., Sta. Mgr.....Stephen F. Woodson
Commercial Manager.....Forrest Bedell
Program Director.....Alfred Nelson
Publicity Director.....Jim Mead
Chief Engineer.....Jack Sexton

WREV

REIDSVILLE—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Reidsville Bcstg. Co.
Address.....114½ N. Scales St.
Phone Number 7051
Transcription Library .....Standard
News Service .....UP
Representative .....Continental
Pres., Gen., Sta., Comm., Prom. Mgr.
William M. Oliver, Sr.
Pgm., Pub. Dir.....Mrs. Katye Price Oliver
Chief Engineer.....William M. Oliver, Jr.

WCBT

ROANOKE RAPIDS—1939—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....WCBT, Inc.
Address.....251 Roanoke Ave.
Phone Number 7-2545
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Pres., Mgr.....J. Winfield Crew, Jr.
Station Manager.....Jerry Elliott
Comm. Mgr., Pgm. Dir.....Donald O. Collins
Chief Engineer.....Ed. McLeod

WAYN

ROCKINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WAYN, Inc.
Bus.-Studio-Trans. Address.....Rockingham
Phone Number 4041
News Service .....UP
Transcription Service .....Capitol
Pres., Gen. Mgr.....Wayne M. Nelson
Res., Sta. Mgr.....William Futterer
Chief Engineer.....William Henley

WCEC

ROCKY MOUNT—1947

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....E. Caro. Elec.
Bus.-Studio Address.....115 N. Church St.
Phone Number.....23109
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Representative .....Pearson
Membership .....NARTB
President.....Josh L. Horne
General Manager.....Mel Warner
Commercial Manager.....Ray Thompson
Program Director.....Ray Wilkinson
Chief Engineer.....Grover Taylor

WEED

ROCKY MOUNT—1933—ABC

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....W. A. Wynne
Address .....Nashville Hiway
Phone Number 8149
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....RCA Thesaurus
Representative .....Burn-Smith
Gen.-Sta. Manager.....W. A. Wayne
Commercial Mgr.....R. E. Horner
Program Dir.....Eunice Snipes
Chief Engineer.....Joe R. Morris

WRXO

ROXBORO—1949

Frequency: 1430.....Power: 1000 Watts d.
Owned-Operated By.....Roxboro Bcstg. Co.
Address .....Box 130
Phone Number 6013
News Service .....UP
President.....H. W. Winstead, Jr.
Gen., Sta., Comm. Mgr.....H. S. Taylor
Program Director.....John Mauti
Chief Engineer.....Lloyd Perkins

WSAT

SALISBURY—1947—ABC

Frequency: 1280 Kc.....Power 1000 Watts d.
Owned-Oper. By.....Mid-Carolina Bcstg. Co.
Business-Address .....Drawer 99
Phone Number 276
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Membership .....NARTB
President.....Charles H. Wentz
Gen., Sta. Mgr.....W. F. Fleming
Commercial Manager.....R. M. Hunt
Program Director.....George Allen
Chief Engineer.....Elbert Sherman

WSTP

SALISBURY—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Piedmont Bcstg. Corp.
Bus.-Studio Address.....Center Theatre Bldg.
Phone Number 2121
Newspaper Affiliation.....“Evening Post”
Air Time .....6 a.m.-M.

News Service ..... AP
Representative ..... Burn-Smith
Membership ..... NARTB
President ..... Bryce P. Beard, Sr.
Gen., Sta., Prom. Mgr. ..... Alex P. Beard
Pgm., Publicity Dir. ..... Russ McIntire
Comm. Mgr. ..... Katherine F. Murphy
Chief Engineer ..... Carl B. Watson

WEYE

SANFORD—1952

Frequency: 1290 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Waldo W. Primm
Address ..... 519 Cross St.
Phone Number 1269
News Service ..... AP
Transcription Service ..... Associated, SESAC
General Manager ..... W. W. Primm
Program Director ..... W. M. Primm

WWGP

SANFORD—1946

Frequency: 1050 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Sandhills Bcstg. Corp.
Address ..... 137 So. Steele, Box 651
Phone Number 860
Air Time ..... Sunrise-sunset
News Service ..... UP
Transcription Service ..... World
President ..... J. C. McIver
Gen., Sta., Prom., Pub. Mgr.
Harry C. Barfield
Comm., Pgm. Mgr. ..... Del Carty
Chief Engr. ..... Edward O. Kopriver

WOHS

SHELBY—1946—MBS-KBS

Frequency: 730 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Western Carolina Radio
Business Address ..... Box 1401, Shelby
Phone Number 6313
Air Time ..... Daytime
News Service ..... UP
Transcription Service ..... SESAC
Membership ..... NARTB
President, Gen. Mgr. ..... Robert M. Wallace
Commercial Mgr. ..... Max P. Butler
Program Director ..... Hugh Dover
Chief Engineer ..... Edwin Patterson

WNCA

SILER CITY—1952

Frequency: 1570 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Chatam Bdcstg. Co.
Address ..... P. O. Box 212
Phone Number 617
News Service ..... UP
Transcription Service ..... Lang-Worth, SESAC
General Manager ..... H. Tom Morris
Commercial Manager ..... Bob Bullington

WMPM

SMITHFIELD—1950

Frequency: 1270 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ... Selma-Smithfield Bcstg. Co.
Address ..... Buffalo Rd.
Phone Number 2434
News Service ..... UP
Transcription Service ..... Capitol
Co-own., Gen. Mgr. ..... John S. Townsend
Co-Owner ..... J. Fred Horton
Commercial Manager ..... C. I. Parrish

WEEB

SOUTHERN PINES—1947—MBS

Frequency: 990 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By .... The Sandhill Community Bcstrs., Inc.
Business Address ..... 113-115 E. Broad St.
Phone Numbers 2-2942, 2-8171
News Service ..... AP
Transcription Service ..... Associated
Membership ..... NARTB, BAB
Pres., Gen. Mgr. ..... Jack S. Younts
Comm., Prom. Mgr. ..... Joe A. Warren
Program Director ..... Elizabeth M. Younts
Chief Engineer ..... Melvin Kushner

WSIC

STATESVILLE—1947—CSN-MBS

Frequency: 1400 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Statesville Bcstg. Co.
Address ..... Box 1189
Phone Number 9078
Air Time ..... 6 a.m.-12 M.
News Service ..... AP
Transcription Service ..... World
Representative ..... Continental Radio Sales
Membership ..... NARTB, BAB
President ..... Dr. James W. Davis
Gen., Sta., Comm. Mgr. ..... Charles D. Melton
Pgm., Pub. Dir. ..... Tom Lawrence
Chief Engineer ..... T. K. Abernethy

WCPS

TARBORO—1946—TOB. SPORTS

Frequency: 760 Kc. ..... Power: 1000 Watts d.
Owned-Oper. ... Coastal Plains Bcstg. Co., Inc.
Bus.-Studio Address .... Edgecombe Bank Bldg.
Phone Number 2191-2
Air Time ..... Daytime
News Service ..... AP
Transcription Service ..... World
Representative ..... Dora-Clayton
Membership ..... NARTB
President ..... V. E. Fountain
Gen., Sta. Mgr. ..... J. T. Snowden, Jr.
Commercial Manager ..... J. Porter MacNair
Production Director ..... Alfred Vickers
Publicity Director ..... Sybil Spain
Chief Engineer ..... G. Lee Hodges

WTNC

THOMASVILLE—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned By.....The Thomasville Bcstg. Co.
Address.....P. O. Box 750
Phone Number 2701
News Service .....UP
Transcription Service .....SESAC
President .....George W. Lyles, Sr.
Gen., Sta., Comm. Mgr.....Harold Harrison
Chief Engineer.....James McAden

WADE

WADESBORO—1947

Frequency: 1210 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. P. Lyon & Son
Bus.-Studio Address.....Radio Bldg.
Phone Number 620
Air Time .....Daytime
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Walker
President.....R. P. Lyon
General Mgr.....J. A. Ballard
Commercial Mgr.....James E. Ward
Program Director.....Peggy L. Mitchell
Publicity Dir.....W. A. Kiker
Chief Engineer.....Kenneth Read

WHED

WASHINGTON—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Beaufort Bcstg. Co.
Phone Number 278
Air Time.....17¼ Hrs.
Transcription Service .....Lang-Worth
Representative .....Continental
Membership .....NARTB
President .....Lee B. Wynne
Sta. Manager.....William R. Abeyounis
Program Director.....Charlie Yates
Chief Engineer.....John Wilroy

WRRF

WASHINGTON—1942—ABC

Frequency: 930 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By..Tar Heel Bcstg. System, Inc.
Bus.-Studio Add.....Bank of Washington Bldg.
Phone Number 403
Air Time.....6 a.m.-1:15 p.m.

AP SELLS

For Stations and Sponsors—

For instance . . . WENC

"We hear from many husbands that supper is late because the housewives insist on listening to our 6 P.M. AP newscast! And the advertisers who sponsor AP news tell us it's their best business-getter."

WARD A. COLEMAN,
General Manager,
WENC, Whiteville, N. C.

News Service ..... AP
Transcription Service ..... Thesaurus
Representative ..... Walker
Membership ..... NARTB
President ..... W. R. Roberson, Jr.
Gen. Sta. Manager ..... T. H. Patterson
Comm., Prog. Mgr. ..... Merrill Daniels
Sales Prom. Mgr. ..... Bob West
Chief Engineer ..... L. E. Hiland

WHCC

WAYNESVILLE—1947—MBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WHCC, Inc.
Business-Studio Address ..... Main St.
Phone Number 680
Gen., Comm. Mgr. ..... James B. Childress
Chief Engineer ..... Frank Wilbur

WENC

WHITEVILLE—1946—MBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Whiteville Bcstg. Co., Inc.
Business-Studio Address ..... P. O. Box 700
Phone Number 120
Representative ..... Clark
President ..... Josiah Maultsby
General Manager ..... Ward A. Coleman
Commercial Manager ..... Jerry Honeycutt
Chief Engineer ..... Steve Hart

WIAM

WILLIAMSTON—1951

Frequency: 900 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..... Martin Co. Bcstg.
Address ..... 110 S. Smithwick St.
Phone Number 2478
News Service ..... UP
Co-owner ..... James Gray, Sr.
Co-owner ..... Charles Gray
Gen., Prom., Comm. Mgr. ..... R. B. Armstrong
Program Director ..... Carl B. Armstrong
Chief Engineer ..... James E. Kitchengs

WGNI

WILMINGTON—1946—MBS
TOBACCO

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ... New Hanover Bcstg. Corp.
Business Address ..... 211 N. 2nd St.
Phone Number 2-2493
Air Time ..... 6:30 a.m.-12 M.
News Service ..... UP
Representative ..... Pearson
President ..... J. S. Brody
General Manager ..... Allen B. Jones
Commercial Manager ..... Tommy Thompson
Program Director ..... Paul Parker
Chief Engineer ..... Arthur L. Madeley

WMFD

WILMINGTON—1935—ABC

Frequency: 630 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... R. A. Dunlea
Phone Number 4840
Address ..... P. O. Box 696
Air Time ..... Unlimited
News Service ..... UP
Representative ..... Burn-Smith
Membership ..... NARTB, BAB
Pres., Gen.-Sta. Mgr. ..... R. A. Dunlea
Commercial Manager ..... C. O'Shields
Program Director ..... Bruce Buchanan
Sls. Prom. Mgr., Pub. Dir. ... R. A. Dunlea, Jr.
Chief Engineer ..... E. I. Herring, Jr.

WGTM

WILSON—1937—CBS

Frequency: 590 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Watson Industries, Inc.
Bus.-Studio Address ..... Herring Ave. Ext.
Phone Number 2188-9
Air Time ..... 5:30 a.m.-12 M.
News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Walker
Membership ..... NARTB, BAB
President ..... Penn Thomas Watson
General Manager ..... Henry Sullivan
Program Director ..... Bill Bunn
Chief Engineer ..... W. H. Malone

WVOT

WILSON—1948—MBS-TOBACCO

Frequency: 1420 Kc. .... Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By ..... Wilson Radio Co., Inc.
Address ..... Wilson
Phone Number 5157
News Service ..... AP
President ..... H. W. Anderson
Gen., Sta. Mgr. ..... Harry Severance
Commercial Mgr. ..... P. O. Barnes
Sales Prom. Mgr. ..... Lynda Thomas
Program Director ..... Joel Lawhon
Chief Engineer ..... Dan Williams

WAAA

WINSTON-SALEM—1950

Frequency: 980 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..... Community Bcstg. Service, Inc.
Address ..... Atlantic Bldg.
Phone Number 2-4121
President ..... Roger Page, Jr.

IN NORTH CAROLINA

WSJS

DELIVERS

A 15-COUNTY MARKET

with

$580,950,000*

Retail Sales

* Sales Management 1952 Survey of Buying Power

MORE VALUE for your ADVERTISING DOLLAR

WSJS

The Journal-Sentinel Station

AM-FM

WINSTON-SALEM

NBC Affiliate

Represented by: HEADLEY-REED CO.

WAIR

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WAIR Bcstg. Co.
Business-Studio Address.....Pepper Bldg.
Phone Number 2-1133
Air Time.....6 a.m.-12:15 p.m.
News Service .....AP
Transcription Service.....World, Capitol
Representative .....Walker
Membership .....NARTB, BAB
Pres., Gen. Mgr.....George D. Walker
Station Mgr.....Jack Weldon
Comm., Prom. Mgr.....Pat Taylor
Pub. Dir.....Lawrence Patrick
Program Director.....Joan Williams
Chief Engineer.....Lee King

WSJS

WINSTON-SALEM—1930—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Piedmont Publishing Co.
Bus.-Studio Address.....419-21 N. Spruce St.
Phone Number 5-2311
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership .....NARTB, BAB
President .....Gordon Gray
V.P., Managing Dir.....Harold Essex
Sales Manager.....Harry B. Shaw
Program Manager.....Robert Estes
Publicity Director.....Jean Eisenhower
Chief Engineer.....Phil Hedrick

WTOB

WINSTON-SALEM—1947-MBS-CBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Op. By..Winston-Salem Bcstg. Co., Inc.
Address.....P. O. Box 2798
Phone Number 34353
Air Time .....5:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....The Taylor Co.
President .....James W. Coan
Gen.-Comm. Manager .....John G. Johnson
Sales Prom. Manager .....Charles Brunt
Program Director.....Owen Spann
Publicity Director.....Jack Wiggins
Chief Engineer.....Ben Vogler

NORTH DAKOTA

Pop. April 1, 1953 (Est.) 627,000—Total Housing Units 178,000
Families April 1, 1953 (Est.) 161,000—Stations in State 14

KFYR

BISMARCK—1925—NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Bcstg. Co.
Bus.-Studio Address.....202½ Fourth St.
Phone Number 468
News Service .....UP
Transcription Service .....Thesaurus
Representative .....John Blair
Membership .....NARTB, BAB
President .....Etta H. Meyer
Exec. V.P., Station Mgr.....F. E. Fitzsimonds
Comm.-Sales Prom. Mgr.....R. W. MacLeod
Program Director.....Cal Culver
Publicity Director.....Jack Swenson
Chief Engineer.....Ivar Nelson

(*See Page* 560)

KDLR

DEVILS LAKE—1925
MBS-GREAT NORTHERN—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Business-Studio Address.....1025 3rd St.
Phone Number 1090
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, SESAC
Representative .....Lawson
President, General Manager.....Bert Wick
Commercial Manager.....Paul R. Lange
Program Director.....Wilbur Clemenson
Chief Engineer.....Richard Moritz

KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dickinson Radio Assn.
Bus.-Studio Address.....119 2d Ave. W.
Phone Number 4113
Air Time.....6 a.m.-M.
News Service .....AP
Trans. Service.....Standard, SESAC, World
Membership .....NARTB, BAB
President.....Dr. P. J. Weir
Gen.-Sta. Mgr.....Orville F. Burda
Commercial Manager.....E. A. Spear
Program Director.....Lauren D. Haacke
Sales Prom. Manager.....William C. Mason
Publicity Director.....Dick Severson
Chief Engineer.....Benjamin G. Lockerd

KFGO

FARGO—1948—ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northern States Bcstg. Co.
Business-Studio Address...421½ N.P. Avenue
Phone Number.....Fargo 2-3291
News Service .....AP
Transcription Service .....Standard
Representative .....Bolling, Inland
President.....W. R. Haggart
Gen., Sta., Comm. Mgr.....Charles G. Burke
Program Director.....Albert F. Horrigan
Publictiy Director.....Charles G. Burke
Chief Engineer.....Olaf Gabrielson

WDAY

FARGO—1922—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
Business-Studio Address.....Black Bldg.
Phone Number 5357
Air Time 6 a.m.-12
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
Membership .....NARTB, BAB
President, Gen. Mgr.....E. C. Reineke
Station Manager.....Jack Dunn
Commercial Manager.....Tom Barnes
Sales Promotion Manager.....Roy Pedersen
Program Director .....Ken Kennedy
Technical Director .....Julius Hetland
Chief Engineer.....Juline Savold

KILO

GRAND FORKS—1941—CBS

Frequency 1440 Kc.....Power: 1000 d.; 500n.
Owned-Oper. By....Grand Forks Herald, Inc.
Bus.-Studio Address....First Natl. Bank Bldg.
Phone Number 4-5321
Air Time .....Unlimited
News Service .....AP
Newspaper Affiliation .....“Herald”
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Mgr.....M. M. Oppegard
Commercial Manager.....Herman Livingston
Program Director .....M. C. Gorham
Chief Engineer.....A. F. Petrich

KNOX

GRAND FORKS—1947—MBS
KBS—GREAT NORTHERN

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Community Radio Corp.
Address .....Grand Forks
Phone Number 4-4611
News Service .....UP
Transcription Service .....World
Representative .....Natl. Time Sales

Out Where the West Begins . . .

Radio Has No Competition!

KFYR...

★ . . . pays off *extra* dividends as the result of an intense listener loyalty built up by over 27 years of outstanding local programming.

★ . . . gives you the nation's largest area coverage in the heart of the rich Northwest farm market.

★ . . . the Number One station in the country's largest wheat producing state — the nation's fourth largest spending families.

Who said Television? Out here it's live talent that counts—packed in by KFYR's always persuasive salesmanship! When Bismarck held its Western Roundup Days, KFYR sponsored an outdoor talent show every Tuesday night for six weeks . . . with between 2,000 and 3,000 people each week, jamming the pavement to see the entertainment. Thousands more listened over the air.

If you've got TV-jeebies, check on this terrific market where RADIO IS STILL KING . . . where you can be sure of PLUS ACTION for every RADIO advertising dollar.

KFYR

5000 WATTS • BISMARCK, NO. DAK.

NBC AFFILIATE — REP. BY JOHN BLAIR

President.....Carroll E. Day
General Manager.....Elmer Hanson
Program Director.....Robert Whyte
Promotion Manager.....Jack French
Chief Engineer.....Clifford Thomfords

KSJB

JAMESTOWN—1939—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....N. Dak. Bcstg. Co., Inc.
Address .....Jamestown
Phone Number 1600
News Service .....UP
Representative.....Weed & Co.
Pres., Gen. Manager.....John W. Boler
Sta., Comm. Manager.....William L. Hurley
Sales Prom. Mgr.....Jud Milton
Program Director.....Donald Kingsley
Chief Engineer .....Robert E. Ridgway

KGCU

MANDAN—1925—MBS

Frequency: 1270 Kc.....Power: 1000 d.; 250n.
Owned-Oper. By.....Mandan Radio Assn.
Bus.-Studio Address .....Mandan
Phone Number 561
Air Time.....6 a.m.-12 p.m.
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative .....Walker
Membership .....NARTB, BAB
President .....W. S. Russell
Gen., Sta., Comm. Mgr.....Paul C. Gussner
Program Director.....Merritt Bushee
Chief Engineer.....Ray Barnett

KCJB

MINOT—1950—CBS-DRN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....No. Dakota Bcstg. Co.
Address.....15-A West Central Ave.
Phone Number 51-161
Representative ..... Weed
News Service .....UP
Pres., Gen. Mgr.....John W. Boler
Commercial Manager.....G. H. McKinnon
Sales Prom. Mgr.....Charles L. Hinshaw
Program Director.....Hal Kennedy
Chief Engineer.....Joseph Main

KLPM

MINOT—1929—ABC
GREAT NORTHERN

Frequency: 1390 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Minot Bcstg. Co.
Business-Studio Address.....118-A So. Main
Phone Number 41-148
Air Time .....6 a.m.-12 M.
News Service .....AP, UP
Transcription Service .....World
Representative .....Walker, Lawson
President, Gen. Mgr.....John B. Cooley
Sta. Mgr., Chief Engineer.....C. W. Baker

KOVC

VALLEY CITY—1936—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KOVC, Inc.
Business-Studio Address.....Valley City
Phone Number 408-W
Air Time.....Full Time
News Service .....UP
Pres., Gen., Comm. Mgr....Robert E. Ingstad
Program Director.....Russ Kaber
Publicity Director.....Bob Jensen
Chief Engineer.....Charles Sjostrom

KBMW

WAHPETON-BRECKENRIDGE—1948
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Interstate Bdcstg. Corp.
Address.....519 Dakota Ave., Wahpeton
Phone Number 2-5567-8
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB
President.....Kline E. Bower
General Manager.....R. L. Owens
Station Manager.....R. H. Printup
Commercial Manager.....Geo. Kaufman
Program Director.....Clayton Kulseth
Chief Engineer.....Harold Grant

KWBM

WILLISTON—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....KWBM Bcstg. Co.
Address.....Box 198, Williston
Phone Number 35-371
News Service .....UP
Transcription Service .....World
General Manager .....Charles L. Scofield
Commercial Manager.....James C. Carson
Sales Promotion Manager.....R. F. Skumavc
Chief Engineer.....W. A. Sebastian

OHIO

Pop. April 1, 1953 (Est.) 8,400,000—Total Housing Units 2,428,000
Families April 1, 1953 (Est.) 2,352,000—Stations in State 74

WADC

AKRON—1925—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Bus.-Studio Address.....WADC Bldg.
Phone Number.....JEfferson 6165
Air Time.....5:30 a.m.-1:05 a.m.
News Service .....UP
Transcription Service.....Standard, World
Representative.....George P. Hollingbery
Owner-Operator.....Allen T. Simmons
Assistant Manager.....Robert B. Wilson
Sales Prom. Mgr.....Secrest Williams
Program Director.....Harold H. Hageman
Publicity Director.....Doc Williams
Chief Engineer.....Lawrence Hennigan

WAKR

AKRON—1940—ABC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned By.....Summit Radio Corp.
Operated By .....WAKR
Bus.-Studio Address.....First Natl. Tower
Phone Number.....HEmlock 6151
Newspaper Affiliation.....Beacon Journal
Air Time.....Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....Weed
Membership .....NARTB
President, Gen. Mgr.....S. Bernard Berk
Station Manager.....Roger G. Berk
Comm.-Sales Prom. Mgr.....Keith Baldwin
Pgm., Pub. Dir.....A. R. Cooper
Chief Engineer.....Irwin L. Knopp

WCUE

AKRON—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Akron Bcstg. Corp.
Address.....Palace Theatre Arcade
Phone Number.....Fr. 7114
Representative .....Forjoe
News Service .....UP
Transcription Service .....Associated
Membership .....BAB
President, Gen. Mgr.....Tim Elliot
Sales Prom. Mgr.....Lou Gorbach
Program Director.....Jack Clifton
Publicity Director.....Jim Smith
Chief Engineer.....George V. Paul

WHKK

AKRON—1944—MBS

Frequency: 640 Kc.....Power: 1000 Watts
Owned-Oper. By..... - .WHKK Bcstg. Co.
Business-Studio Address.....51 W. State St.
Phone Number.....Bl. 7101
Air Time .....6 a.m.-sunset
News Service .....AP
Transcription Service.....Thesaurus, SESAC
Representative .....Meeker Assoc.
President, Co-Mgr.....Philip R .Herbert
V.P., Co-Mgr.....Jackson B. Maurer
Comm.-Sales Manager.....Cecil Green
Program Dir.....B. R. Blake
Chief Engineer .....B. V. Berg

WATG

ASHLAND—1947—MBS-BUCKEYE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Ashland-Mansfield Rd.
Phone Number 2-1573
Transcription Service .....Thesaurus
News Service .....AP
Co-Owners.....Robert Beer, Edgar Koehl
President .....J. Cherpack
General Manager.....C. Green
Program Director.....Richard Leidy
Chief Engineer.....Richard Matthes

WICA

ASHTABULA—1937

Frequency: 970 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Operated By.....WICA, Inc.
Business-Studio Address.....221 Center St.
Phone Number.....26-221, 27-181
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
President, Gen. Mgr.....D. C. Rowley
Station Manager.....W. W. Walrath
Commercial Manager.....D. W. Fassett
Program Director.....John C. Strasen
Chief Engineer.....F. N. Bernato

WATH

ATHENS—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Andrew Kovlan & James Sinyard
Address.....P. O. Box 502
Phone Number 3-1360
News Service .....UP
Gen. Mgr., Chief Engr.....Andrew Kovlan
Comm., Sls. Prom. Mgr.....J. D. Sinyard
Program Director.....Vernon Covert

WTRF

BELLAIRE—1947—MBS

Frequency: 1290 Kc.....Power: 1000 Watts d.

Owned-Operated By....The Tri-City Bcstg. Co.
Bus.-Studio-Transmitter Address...The Skyline
Phone Number 1515
News Service .....AP
Transcription Service .....Associated
Representative .....Walker
Membership .....NARTB, BAB
President .....Thomas Bloch
V.P., Gen. Manager.....Robert W. Ferguson
Commercial Manager.....Albert T. Fisher
Program Director.....Frank Curtis
Sales Prom. Mgr., Publ. Dir.....Helen Gaynor
Chief Engineer.....Howard Daubenmeyer

WOHP

BELLEFONTAINE—1952

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By...Lake Erie Radio & TV Corp.
Address.....P. O. Box 344
Phone Number 6681
General Manager .....Patrick Shannon
Program Director.....R. J. Klemme
Chief Engineer.....M. J. Lamb

WILE

CAMBRIDGE—1948—KBS

Frequency: 1270 Kc.....Power: 1000 Watts a.
Owned-Oper. By...Land O'Lakes Bcstg. Corp.
Business-Studio Address.....917 Beatty Ave.
Phone Number 4-5605
Air Time.....6:30 a.m.-local sunset
News Service .....AP
Transcription Service .....World
President.....H. D. McClelland
V.P., Gen. Mgr.....Howard A. Donahoe
Comm. Mgr.....Bruce Meighen
Program Director.....David C. Lorimer
Chief Engineer.....A. G. Engel

WAND

CANTON—1947—KBS

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Operated By..Magic Wand Bdcstg. Co.
Address .....106 High Ave. N.W.
Phone Number 68396
Representative.....Hil F. Best
President.....P. C. Wilson
General Manager.....J. Wilson

WCMW

CANTON—1946

Frequency: 1060 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Stark Bcstg. Corp.
Bus.-Studio Address.....Hills & Dales Rd.
Phone Number.....5-9475
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Membership .....BAB
Pres., Gen. Mgr.....S. L. Huffman
Station Manager.....Clark L. Dozer
Commercial Manager.....Ronald Stranathan
Chief Engineer.....W. Waecht

WHBC

CANTON—1925—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Ohio Bcstg. Co.
Business-Studio Address....550 S. Market St.
Phone Number 6-7166
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Newspaper Affiliation .....Brush-Moore Newspapers
Transcription Service .....Associated
Representative .....Taylor Co.
Membership .....NARTB, BAB
President.....Roy D. Moore
General Manager.....Gordon G. Strong
Director of Radio.....Eugene Carr
Station Manager.....Robert C. Fehlman
Commercial Manager.....Paul E. Gilmor
Sales Prom. Mgr., Pub. Dir.....Joseph Gilmore
Program Director.....Robert Breen
Chief Engineer.....Kenneth L. Sliker

WBEX

CHILLICOTHE—1947—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Shawnee Bcstg. Co.
Business-Studio Address....27 E. Second St.
Phone Number 3-2244
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NARTB
President .....John Halliday
General Manager.....Truman Morris
Sta., Sales Prom. Mgr.....William R. Mnich
Program Director.....James W. Tidd
Chief Engineer.....H. W. Dornhuber

WCKY

CINCINNATI—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Bus.-Studio Address....Hotel Sheraton Gibson
Phone Number.....Cherry 6565
Transmitter Location....near Crescent Springs, Ky.
Air Time.....24 Hrs.
News Service .....INS
Transcription Service....Standard, Associated
Representative .....Thomas Welstead
Membership .....BAB
President, General Manager.....L. B. Wilson
Sta.-Comm. Manager, Chief Engineer.....C. H. Topmiller
Sales Prom. Mgr., Pub. Dir.....Bob Fleming

WCPO

CINCINNATI—1937—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Phone Number.....Capitol 0777
Studio Address.....2345 Symmes St.
Air Time.....Full Time
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Branham
Membership.....NARTB
President.....Jack R. Howard
General Manager.....M. C. Watters
Station Director.....W. Earl Corbett
Publicity Director.....Nancy John
Chief Engineer.....Paul Adams

WKRC

CINCINNATI—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Radio Cincinnati, Inc.
Address-Trans.....Hotel Alms
Phone Number.....Woodburn 0550
News Service.....AP
Newspaper Affiliation.....Times-Star
Transcription Service.....Lang-Worth
Representative.....Katz
Membership.....NARTB
President.....Hulbert Taft, Jr.
General Manager.....David Taft
Sales Prom. Mgr., Pub. Dir.....W. B. Hines
Commercial Manager.....Hubbard Hood
National Sales Mgr.....Kenneth W. Church
Program Director.....Paul Shumate
Chief Engineer.....George Wilson

WLW

CINCINNATI—1922—NBC-MBS

Frequency: 700 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Crosley Bcstg. Corp. Subs. of Avco Mfg.
Address.....140 W. Ninth St.
Phone Number.....Cherry 1822
Air Time.....Full Time
News Service.....INS, UP
Transcription Service.....Thesaurus
Membership.....NARTB, BAB
Chairman of Board.....James D. Shouse
Pres., General Mgr.....R. E. Dunville
V.P. in Charge Sales.....Harry Mason Smith
Dir. Client Service.....Fred Gregg
Program Director.....William P. Robinson
Publicity Director.....Gilbert Kingsbury
Chief Engineer.....R. J. Rockwell

WSAI

CINCINNATI—1923—ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....Buckeye Bcstg. Co.
Bus.-Studio Address.....115 E. Fourth St.
Phone Number.....Main 1068
Air Time.....6 a.m.-M.
News Service.....UP, AP
Transcription Service.....Lang-Worth
Representative.....Avery-Knodel
President.....George B. Storer
Managing Dir.....J. Robert Kerns
Commercial Mgr.....Robert H. Boulware
Program Director.....Charles Black
Publicity Director.....Vonne Monsell
Chief Engineer.....Jonas Heiser

WDOK

CLEVELAND—1950

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Civic Bcstrs., Inc.
Address.....1515 Euclid Ave.
Phone Number.....Main 1-3370
Air Time.....Full Time
News Service.....UP, INS
Representative.....McGillvra
Transcription Service.....SESAC, World
Pres., Gen. Mgr.....R. Morris Pierce
General Manager.....Harry Camp
Commercial Manager.....Albert Narosny
Sales Prom. Mgr.....Wayne Mack
Program Director.....Charles Hoover
Chief Engineer.....Ralph Quay

WERE

CLEVELAND—1948

Frequency: 1300 Kc.....Power: 5000 Watts d. 5000 Watts n.
Owned-Operated By....Cleveland Bcstg. Inc.
Address.....1501 Euclid Ave.
Phone Number.....SUperior 1-9600
Air Time.....5:30 a.m.-1:00 a.m.
News Service.....AP, INS
Transcription Service.....Lang-Worth, World
Membership.....NARTB
President.....Ray T. Miller
Gen., Comm. Mgr.....Richard M. Klaus
Program Director.....Ed Stevens
Sales Promotion Manager.....W. T. Aspell
Cheif Engineer.....Harry Dennis

WGAR

CLEVELAND—1930—CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
Owned-Operated By.....WGAR Bcstg. Co.
Address.....Hotel Statler
Phone Number.....Prospect 1-0200
Air Time.....6:00 a.m.-1:10 a.m.

News Service.....INS, UP
Transcription Service .....World
Representative....Christal, Radio Time Sales
Membership .....NARTB, BAB
President.....John F. Patt
General Manager.....Carl E. George
Sect.-Treas. .....Elmer Krause
Commercial Manager.....John Garfield
Sales Promotion Manager.....Julius Glass
Program Director.....Reg Merridew
Publicity Director.....Robert Smith
Chief Engineer.....Bob Fox

WHK

CLEVELAND—1921—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address..5000 Euclid Avenue
Phone Number.....Express 1-5000
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Headley-Reed
Membership .....NARTB
President .....Sterling Graham
General Manager .....K. K. Hackathorn
Commercial Manager.....W. K. Brusman
Sales Prom. Manager.....John Wyman
Program Director.....C. M. Hunter
Publicity Director.....William Gannon
Chief Engineer.....R. H. DeLany

WJMO

CLEVELAND—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Friendly Bcstg. Co.
Address.....2157 Euclid Ave.
Phone Number .....SUperior 1-4424
News Service .....UP
Transcription Service .....Lang-Worth
President .....Richard Eaton
General Manager.....A. Lanphear
Chief Engineer.....C. C. Courtney

WJW

CLEVELAND—1932—ABC

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....WJW, Inc.
Business-Studio Address.....1375 Euclid Ave.
Phone Number .....SUperior 1-0101
Air Time.....Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....H-R Representatives, Inc.
President.....William M. O'Neil
Vice-President .....Lawrence Webb
General Manager.....William Lemmon
Commercial Manager.....Harold W. Waddell
Program Director.....Bruce MacDonald
Chief Engineer.....Gerald G. Roberts

AP SELLS

For Stations and Sponsors —

For instance . . . WING

"Due to the tremendous success of AP news at WING, we brought our station WIZE in Springfield, Ohio, into AP membership so it could get AP service."

ADNA H. KARNS,
Vice-President and General Manager,
WING, Dayton, Ohio

WSRS

CLEVELAND—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WSRS, Inc.
Bus.-Studio-Transmitter Address..2156 Lee Rd.
Phone Number.....ERieview 1-2005
Air Time.....24 hrs.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe & Co.
Membership .....NARTB, BAB
Pres., Gen. Sta. Mgr., Pgm. Dir.....S. R. Sague
Commercial Mgr.....Jack D. Kelly
Sales Promotion Manager.....Will Dougherty

WTAM

CLEVELAND—1923—NBC

Frequency: 1100 Kc.....Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....815 Superior Ave.
Phone Number .....CHerry 1-0942
Transmitter Location .....Brecksville
Air Time.....5:30 a.m.-2:00 a.m.
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB
President (NBC).....Frank White
General Manager.....Hamilton Shea
Program Director.....Norman Cloutier
Sales Manager.....Wm. P. Dix, Jr.
Adv. & Prom. Mgr.....Clement G. Scerback
Dir. Pub. Affairs.....J. E. Hines
Engineer-in-Charge.....S. E. Leonard

WBNS

COLUMBUS—1924—CBS

Frequency: 1460 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Radiohio, Inc.
Business-Studio Address.....33 N. High St.
Phone Number.....Ad. 9265
Air Time.....Full Time
News Service .....AP
Representative .....John Blair
Membership .....NARTB, BAB
General Manager.....Richard A. Borel
Commercial Manager.....W. I. Orr
Sales Prom. Director.....Jim Yeman
Program Director.....Geer Parkinson
Publicity Director.....Marge Ruddock
Chief Engineer.....Lester H. Nafzger

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WSRS
The Family Station!!
CLEVELAND'S ONLY NEWS STATION ON THE AIR . . . 24 HOURS DAILY 'ROUND THE CLOCK
LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR 'ROUND THE CLOCK
WSRS CLEVELAND
TEST YOUR PRODUCT IN A GREAT TESTING MARKET AT THE LOWEST COST PER THOUSAND!

WCOL

COLUMBUS—1922—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Air Trails, Inc.
Business-Studio Address..E. Broad & Young St.
Phone Number.....MAin 4581
Transmitter Location.....555 W. Goodale St.
News Service .....AP
Transcription Service .....World
Representative .....H-R Reps., Inc.
Membership .....NARTB, BAB
President .....Charles Sawyer
Exec. V.P.....J. P. Williams
General Manager.....Adna H. Karns
Station Manager.....Neal A. Smith
Program Director.....William L. Belaney
Commercial Manager.....John Doty
Publicity Director.....Martha Hoskins
Chief Engineer.....Harold E. Beard

WHKC

COLUMBUS—1921—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address.....5000 Euclid
Phone Number.....Express 1-5000
Air Time.....6 a.m.-1 a.m.
Newspaper Affiliation.....“Plain Dealer”
News Service.....INS, UP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NARTB
President .....Sterling Graham
Gen., Sta. Mgr.....Carl M. Everson
Comm.-Sales Prom. Mgr.....H. H. Hoessly
Program Director.....John B. Moses
Publicity Director.....Ann Duffy
Chief Engineer .....William C. Minor

WVKO

COLUMBUS—1951—BUCKEYE

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sky Way Bcstg. Corp.
Address.....274 S. 3rd St.
Phone Number.....Main 5247
News Service .....UP
Transcription Service.....Associated, Capitol
Membership .....NARTB
Representative .....Forjoe
President .....Gustav Hirsch
Gen., Sta. Manager.....Bert Charles
Comm., Sales Prom. Mgr...Charles W. Arthurs
Program Director.....Bert Charles
Publicity Director.....Rita Bender
Chief Engineer.....William Hammett

WTNS

COSHOCTON—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coshocton Bcstg. Co.
Business-Studio Address.....114 N. 6th St.
Phone Number 1560, 2140
Air Time .....Sunrise-sunset
News Service .....UP
Membership .....NARTB
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Bruce Wallace
Comm. Mgr., Pub. Dir.....James Sigman
Program Director.....Stanley Robinson
Chief Engineer.....Eugene Wiggins

WHIO

DAYTON—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Miami Valley Bcstg. Corp.
Business-Studio Address.....45 S. Ludlow St.
Phone Number.....Adams 2261
News Service.....AP, INS, UP
Newspaper Affiliation.....“Daily News”
Representative .....Hollingbery
Membership .....NARTB
President.....James M. Cox, Jr.
General Manager.....Robert H. Moody
Sls. Prom. Mgr.....W. E. Wolaver
Program Director.....Wade H. Alley
Publicity Director.....Chuck Gay
Chief Engineer.....Ernest L. Adams

AP SELLS

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For instance . . . WHK

“Our salesmen like the idea of selling news that carries the prestige of the world’s biggest news agency.”

J. B. MAURER,
Sales Manager,
WHK, Cleveland, Ohio

WING
DAYTON—1924—ABC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Great Trails Bcstg. Co.
Business-Studio Address.....121 N. Main St.
Phone Number.....HEmlock 3773
Transmitter Location.....E. David Rd.
Air Time.....5 a.m.-1:30 a.m.
News Service .....AP
Transcription Service .....World
Representative.....H. R. Representative, Inc.
President .....Charles Sawyer
Exec. V.P.....John Pattison Williams
General Manager .....Adna Karns
Program Director.....Charles G. Reeder
Chief Engineer.....Howard Ryan

WONE
DAYTON—1949

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Skyland Bcstg. Corp.
Address.....5 S. Jefferson St.
Phone Number.....Michigan 6501
Air Time.....Full Time
News Service .....AP
Transcription Service .....Capitol
Representative .....Headley-Reed
Pres., Gen. Mgr.....Ronald B. Woodyard
Station Manager.....C. J. Thornquest
Commercial Manager.....Louis G. Froelich

WONW
DEFIANCE—1949

Frequency: 1280 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Tri-State Bcstg. Co.
Address.....U. S. Route 24
Phone Number 32226
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....Devney
President.....Richard W. Crowell
General Manager.....Glenn R. Thayer
Program Director.....Paul R. Murphy

WJER
DOVER—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Dover Bcstg. Co., Inc.
Address .....210 Blvd.
Phone Number 42-126
Transcription Service.....World, Thesaurus
News Service .....UP
President.....Agnes J. Reeves Greer
Station Manager.....W. B. Steis
Commercial Manager.....John C. Needs
Program Director.....Ed Paulin
Chief Engineer.....Don Graff

WLIO
EAST LIVERPOOL—1948

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pottery Bcstg. Co.
Address.....6th and Walnut
Phone Number.....Main 5190
Air Time.....7 a.m.-sunset
News Service .....AP
Representative .....Schepp-Reiner
Membership .....NARTB, BAB
President.....Earl D. Eisenhower
General, Comm. Manager....Paul B. Saliner
Associate Prog. Dir.....H. Fryar, R. Keith
Chief Engineer.....George T. Kelly

WOHI
EAST LIVERPOOL—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....East Liverpool Bcstg. Co.
Address.....516 Market St.
Phone Number.....Main 1490
News Service .....AP
Transcription Service .....World
Representative.....W. S. Grant Co., Inc.
President, Gen. Manager..Richard V. Beatty
Comm., Prom. Mgr.....George T. Farrall
Sta. Mgr., Prog. Dir.....Bob Metcalfe
Chief Engineer.....Mike Battle

WEOL
ELYRIA—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Elyria-Lorain Bcstg. Co.
Address.....Elyria Savings and Trust Bldg.
Phone Number 2255
Air Time .....6 a.m.-12 M.
News Service .....UP
President .....Roy W. Ammel
Gen.-Sta.-Comm. Mgr.....Maurice J. Condon
Sales Prom. Manager.....Douglas Lillico
Program Director.....Donald C. Kirk
Publicity Director.....Jack O'Brien
Chief Engineer .....Gerald McCasland

WFIN
FINDLAY—1941

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Operated By....The Findlay Publ. Co.
Bus.-Studio Address....101½ W. Sandusky St.
Phone Number 1330
News Service.....INS, UP, AP
Transcription Service.....Thesaurus
Newspaper Affil.....“Republican-Courier”
Membership .....NARTB, BAB
Representative .....McGillvra
President.....R. L. Heminger
Gen., Sta., Comm. Mgr....Harold H. Heminger
Sls. Prom. Mgr.....Allen P. Dudley
Program Director.....Allen P. Dudley
Chief Engineer.....Edgar C. Smith

WFOB

FOSTORIA—1952

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Seneca Radio Corp.
Address.....P. O. Box 589
Phone Number 5666
News Service .....UP
Transcription Service.....Capitol, SESAC
President .....Andrew Emerine
General Manager.....Mel Murray
Commercial Manager.....Roger Wise
Chief Engineer.....Farrell Elsea

WFRO

FREMONT—1950

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Wolfe Bcstg. Corp.
Address.....905 W. State St.
Phone Number.....Main 3401
Transcription Service.....Thesaurus, Standard
Representative.....Hil F. Best
News Service .....UP
Membership .....NARTB, BAB
President.....Robert F. Wolfe
Commercial Manager.....J. Weddell Kerr
Program Director.....Frank Swartz
Chief Engineer.....Allen Kauble

WJEH

GALLIPOLIS—1950—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By..Ohio Valley on the Air, Inc.
Address .....Box 244
Phone Number 1160-1
News Service .....UP
Transcription Service .....World
Representative .....Grant
Membership .....NARTB
President.....John E. Halliday
General Manager.....Truman A. Morris
Promotion Manager.....Marianne Campbell
Sls. Prom. Mgr.....D. P. Robinson
Program Director.....William Watterson, Jr.
Chief Engineer.....Charles Husson

WMOH

HAMILTON—1944—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Fort Hamilton Bcstg. Co.
Bus.-Studio Address..Second Natl. Bank Bldg.
Phone Number.....Hamilton 4-6543
Air Time.....6:00 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....W. S. Grant
Membership .....NARTB
President.....Robert J. Briede
General Manager.....Robert L. Odson
Program Director.....Norm Keller
Publicity Director.....Lu Bassett
Commercial Manager.....Ray Motley
Chief Engineer.....Girard Caine

WIRO

IRONTON—1951—NBC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owner.....Iron City Bcstg. Co.
Address .....Radio Plaza
Phone Number 360
Air Time.....Full Time
Transcription Service .....SESAC
Representative .....McGillvra
Membership .....NARTB
President.....T. M. Nelson
Gen., Sta. Mgr.....C. E. McElroy
Commercial Manager.....Patrick Shannon
Chief Engineer.....C. A. Baker

WHOK

LANCASTER—1948

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Oper. By..Hocking Valley Bcstg. Corp.
Address-Trans. Loc.....Memorial Dr.
Phone Number 4500
News Service .....UP
Transcription Service .....Thesaurus
Representative ..... McGillvra
Pres., Gen. Mgr.....Dr. Nelson Embrey
Sta., Comm. Mgr.....Donald W. White
Program Director.....Roy Stingley
Publicity Director.....Don W. White
Chief Engineer.....Richard Roundhouse

WIMA

LIMA—1948—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....N.W. Ohio Bcstg. Corp.
Business-Studio Address.....223 N. Main St.
Phone Number 32660
News Service .....AP
Representative .....Weed
Membership .....NARTB
President.....G. E. Hamilton
General Sta. Mgr.....R. W. Mack
Commercial Mgr.....C. B. Heller
Program Dir.....Easter Straker
Chief Engineer.....A. J. F. Smith

WLOK

LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WLOK, Inc.
Business Address.....Nat'l Bank Bldg.
Phone Number 6-3411
Transcription Service .....World
Membership .....NARTB
News Service .....UP
Representative.....H-R Reps., Inc.

President.....L. A. Pixley
Gen., Sta. Mgr.....Robert O. Runnerstrom
Program Director.....Lee Lemon
Commercial Manager.....Lyle Lee
Chief Engineer.....Darrel Hunter

WMAN

MANSFIELD—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address...144½ Park Ave. W.
Phone Number.....4235-6
Air Time.....Full Time
News Service.....AP
Transcription Service.....World
Representative.....The Taylor Co.
Membership.....NARTB, BAB
Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara
Sales Prom. Manager.....Carl Kindt
Prog.-Pub. Dir.....Robert James
Chief Engineer.....William Morrison

WMOA

MARIETTA—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Marietta Bcstg. Co.
Business Address.....P. O. Box 201
Phone Number.....1690
News Service.....UP
Transcription Service.....SESAC
Representative.....McGillvra
Membership.....NARTB
President.....William G. Wells
General Manager.....R. Sanford Guyer
Commercial Manager.....Fred Reynolds
Program Director.....Tom Butscher
Chief Engineer.....Charles E. Clark

WMRN

MARION—1940—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Marion Bcstg. Co.
Business Address.....P. O. 518
Phone Number.....2-6666-7
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Horace Stovin, Canada
Membership.....NARTB, BAB
Pres., Gen.-Sta. Mgr.....Robert T. Mason
Commercial Manager.....R. T. Mason, Jr.
Sls. Prom. Mgr., Pub. Dir.....Majorie Williams
Chief Engineer.....Francis Joseph Peters

WPFB

MIDDLETOWN—1947

Frequency: 910 Kc.....Power 1000 Watts d.
100 Watts n.
Owned-Operated By.....Paul F. Braden
Address-Trans. Loc.....Lebanon-Coles Rd.
Phone Number.....2-3625
Air Time.....5:00 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Lang-Worth
Membership.....NARTB, BAB
Pres., Gen., Sta. Mgr.....Paul F. Braden
Commercial Manager.....Ranny Daly
Pro., Pub. Dir.....Jack Kistler
Chief Engineer.....Larry Beckwith

WCLT

NEWARK—1946

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By...Advocate Printing Co.
Address.....Newark, Ohio
Phone Number.....4007
Air Time.....6:45 a.m.-Sunset
News Service.....AP
Newspaper Affiliation.....The Advocate
Transcription Service.....Thesaurus
Representative.....Meeker Associates
Membership.....NARTB, BAB
President.....Frank W. Spencer
Station Manager.....Thomas A. Rogers
Commercial Mgr.....Robert Pricer
Program Director.....Richard Welsbacher
Chief Engineer.....Benjamin Windle

WPTW

PIQUA—1947—OSN

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper...Miami County Bcstg. Co., Inc.
Address-Trans.....1625 W. Covington Ave.
Phone Number.....1420-1
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....World
Pres., Gen., Comm., Sta. Mgr...Richard E. Hunt
Sls. Prom. Mgr., Pub., Prog. Dir...Robert Bubp
Chief Engineer.....Bob Blaney

WNXT

PORTSMOUTH—1951—ABC

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By....Portsmouth Bcstg. Co.
Address.....Masonic Temple Bldg.
Phone Number.....2-1961
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Standard
Representative.....Everett-McKinney
Pres., Gen., Sta., Comm. Mgr..Marshall Rosene
Program Director.....Dean Sturm
Publicity Director.....Thelma Henderson
Chief Engineer.....Russell Newman

WPAY

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Oper. By.....The Scioto Bcstg. Co.
Bus.-Studio-Trans. Address....1009 Gallia St.
Phone Number 3-2111
Air Time.....6 a.m.-12 M.
News Service .....AP
Newspaper Affiliation.....The Times
Transcription Service .....Associated
Representative.....The Taylor Co.
Membership .....NARTB, BAB
President.....Roy D. Moore
Station Mgr.....Gerald F. Boyd
Commercial Manager.....Floyd M. Jackson
Program Director.....E. G. Sheridan
Publicity Director.....Ruth Stewart
Chief Engineer.....Maurice L. Myers

WLEC

SANDUSKY—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lake Erie Bcstg. Co.
Address.....Cleveland Rd. & Huntington
Phone Number 5170
Air Time..... 6a.m.-M.
News Service .....UP
Transcription Service.....World, Thesaurus
Representative .....Hal Holman
Membership .....NARTB, BAB
Pres., General-Station Mgr.....Jay Wagner
Commercial Manager.....Ralph S. Silver, Jr.
Program Director.....Robert Hinners
Sales Prom. Mgr.....Kathryn Heiser
Chief Engineer.....Jay Leibach

WIZE

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Voice of Springfield
Trans.-Address .....117 W. High St.
Phone Number 3-4955
News Service .....AP
Transcription Service .....World
Representative.....H. R. Representative, Inc.
President .....Charles Sawyer
Sta., Comm. Manager.....Arthur L. Martin
Pro., Pub. Dir.....John McEnaney
Chief Engineer.....Victor L. Bushong

WJEL

SPRINGFIELD—1947

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned-Oper. By....Champion City Bcstg. Co.
Business Address.....120 S. Limestone
Phone Number 3-4676
News Service .....INS
Representative .....McGillvra
Transcription Service .....Thesaurus
President.....George R. Walker
Gen., Sta. Mgr.....Chester R. Hinkle
Commercial Manager.....Vince Shannon
Sales Prom. Mgr., Pro. Dir.....Bob Jenkins
Publicity Director.....Velma Owens
Chief Engineer.....Fred Eckardt

WWSO

SPRINGFIELD—1947—KBS

Frequency: 1210 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio Springfield, Inc.
Address.....Chamber of Commerce Bldg.
Phone Number 3-6488
News Service .....AP
Air Time .....Sunrise-Sunset
Representative.....Gill-Keefe & Perna
Transcription Service .....M. M. Cole
President .....Bradley Kincaid
V.P., Gen. Mgr.....R. K. Wood
Program Director.....Ford Rush, Jr.
Chief Engineer.....Vernon B. Yeich

WSTV

STEUBENVILLE—1940—MBS—OHIO NET

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WSTV, Inc.
Bus.-Studio Address....Exchange Realty Bldg.
Phone Number 2-6265-6-7
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Pearson
President.....Jack N. Berkman
Gen.-Comm.-Sta. Mgr.....John J. Laux
Sales Prom. Mgr.....Joseph M. Troesch
Pgm., Pub. Dir.....Roy Briscoe
Chief Engineer.....Charles S. Shepherd

WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....Storer Broadcasting Co.
Bus.-Studio Address.....136 Huron St.
Phone Number.....Adams 3175
Air Time.....Full Time
News Service.....INS, UP
Membership .....NARTB, BAB
Transcription Service.....World, Lang-Worth
Representative .....Katz
President.....George B. Storer
Gen., Sta. Mgr.....Allen L. Haid
Comm. Mgr.....Westford F. Shannon
Program Director.....Emerson Kimble
Sales Prom. Mgr., Pub. Dir...Richard Gourley
Chief Engineer.....William M. Stringfellow

WTOD

TOLEDO—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Unity Corp.
Business-Studio Address....515 Madison Ave.
Phone Number.....Garfield 5551
Air Time.....Day Time

News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership .....NARTB
President .....Edward Lamb
Gen., Sta., Prom., Comm. Mgr....Sunne Miller
Program Director.....Richard Rice
Chief Engineer.....Robert Sowers

WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Community Bcstg. Co.
Trans.-Address .....Bell Bldg.
Phone Number.....Adams 3291
Air Time.....Full Time
News Service.....AP, UP
Representative.....Paul H. Raymer
Membership .....NARTB
President .....Frazier Reams
Gen.-Station Mgr.....Thomas S. Bretherton
Commercial Manager.....Morton Neipp
Sales Prom. Mgr., Pub. Dir.....Bob Krieghoff
Program Director.....Karl R. Nelson
Chief Engineer.....Harold Holmes

WHHH

WARREN—1941—MBS

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By.....Warren Tribune Radio Station, Inc.
Business-Studio Address.....108 Main St.
Phone Number 2212-9
Newspaper Affiliation.....The Tribune Co.
Air Time.....6:45 a.m.-M.
News Service .....AP
Transcription Service .....Associated, SESAC
President.....Helen Hart Hurlbert
General Manager.....Carl J. Raymond
Publicity Director.....Lewis W. Sirigas
Chief Engineer.....Robert E. Hardy

WCHO

WASHINGTON COURT HOUSE—1952—KBS

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Court House Bdcstg. Co.
Address.....113½ S. Main St.
Phone Number 5-6211
News Service .....AP
Transcription Service.....Thesaurus, SESAC

AP SELLS

For Stations and Sponsors—

For instance . . . WHK

"For reliability, I stick with AP—especially on the tough stories that break fast. And salutes to AP's Cleveland Bureau for fast action on our requests and questions!"

WAYNE SKAKEL,
News Editor,
WHK, Cleveland, Ohio

Pres., Gen. Mgr. ..... L. Morse Weimer
Program Direcotr ..... Art Layne
Station Manager ..... Robert Mayer
Chief Engineer ..... Carl Ebbert

WKOV

WELLSTON—1952

Frequency: 1570 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... S. H. Kovalan
Address ..... P. O. Box 190
Phone Number 546
News Service ..... UP
General Manager ..... Stephen H. Kovalan
Comm., Prom. Mgr. ..... Jack R. Daniels
Program Director ..... Stan Ridge
Chief Engineer ..... J. J. Rupert

WWST

WOOSTER—1947

Frequency: 960 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By .. Wooster Republican Ptg. Co.
Phone Number 760-1
News Service ..... AP
Transcription Service ..... Capitol, World
Membership ..... BAB
General Manager ..... Quentin W. Wotty
Program Director ..... R. E. Heeter
Chief Engineer ..... Burton L. Bowman

WRFD

WORTHINGTON—1947

Frequency: 880 Kc. ..... Power: 5000 Watts d.
Owned-Oper. By ..... Peoples Bcstg. Corp.
Address ..... 246 N. High St.
Phone Number ..... Fletcher 4711
News Service ..... AP
Transcription Service ..... Thesaurus
Representative ..... Geo. W. Clark, Inc.
President ..... M. D. Lincoln
General Manager ..... Herbert E. Evans
Commercial Manager ..... Harry Bruce
Sales Prom. Mgr., Pub. Dir. ..... Phil Sheridan
Program Director ..... Bob Geis
Chief Engineer ..... Harold Schaaf

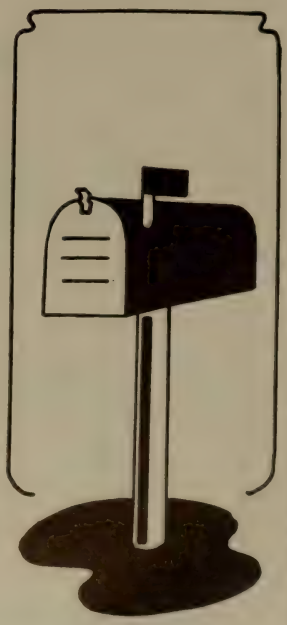
WBBW

YOUNGSTOWN—1949

Frequency: 1240 Kc. ..... Power: 250 Watts
Owner ..... Mahoning Valley Bcstg. Corp.
Address ..... Warner Theatre Bldg.
Phone Number ..... Riverside 44421
Air Time ..... Full Time
News Service ..... AP
Transcription Service ..... Lang-Worth
Station Representative ..... Forjoe & Co.
Membership ..... NARTB

WRFD Reaches "R.F.D. Ohio" At Much Less Cost!

It was a great step forward when the United States Post Office instituted Rural Free Delivery. It meant that folks in the rural areas of America could be reached almost as easily as those living in the cities and towns! Yes, Rural Free Delivery was a great advance, but here's an even better, much less expensive way to reach buyers in Ohio's BILLION DOLLAR RURAL MARKET! Put your sales message on WRFD—the station that farmers depend upon and listen to for the best in farm features and programs plus well produced entertainment! WRFD gives you deeper penetration at LOWER COST than any other advertising medium! Ohio's Rural Radio Station SELLS Ohio's Rural Market! For the complete WRFD story, telephone the studios (Franklin 2-5342) or get in touch with our national representative.



WRFD — WORTHINGTON, OHIO — PEOPLES BROADCASTING CORP.

WRFD

5,000 WATTS AT 880 KC.

GEORGE W. CLARK, INC.—NATIONAL REP.

NBC . . . NBC-TV . . . NBC . . . NBC-TV . . . NBC . . . NBC-TV

IRON and STEEL

turn into

GOLD

IN YOUNGSTOWN, OHIO

by advertising on

WFMJ

TV ★ ★ ★ AM ★ ★ ★ FM

These Stations Make Advertising PAY

★

YOUNGSTOWN STEEL MILLS ARE
OPERATING AT **106%**

★

America's 3rd Largest Steel Center
America's 30th Population Area

★

Day and Night
RADIO
5000
WATTS
50,000 Watts FM

Call
HEADLEY-REED CO.
National Representatives
or
WFMJ
101 W. Boardman St., Youngstown, O.
Telephone 3-4121
NBC AFFILIATE

175 kw
TV TOWER
1000
FEET
by Aug. 1953
Interim Tower 300 ft.

ASSOCIATED PRESS AND UNITED PRESS NEWS WIRES

President, Ch. Eng.....John Cherpack, Jr.
Vice-Pres., Gen.-Comm. Mgr.....Gene Trace
Program Director.....Tony Ross
Publicity Director.....Marilyn Noble

WFMJ

YOUNGSTOWN—1939

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....WFMJ Bcstg. Co.
Business-Studio Address....101 W. Boardman
Phone Number 3-4121
Air Time.....6 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....Thesaurus, Standard
Representative .....Headley-Reed
Membership .....NARTB
Pres., Gen., Sta. Mgr....William F. Maag, Jr.
Comm., Sales Prom. Mgr...Leonard E. Nasman
Program Director Ronald W. Richards
Chief Engineer.....Frank A. Dieringer

WKBN

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Bcstg. Corp.
Phone Number 2-1145
Air Time.....Full Time
Address.....3930 Sunset Blvd.
News Service.....UP, AP
Newspaper Affiliation.....Plain Dealer
Transcription Service.....World, Lang-Worth
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Warren P. Williamson, Jr.
Station Manager.....J. Lothair Bowden
Promotion Mgr.....Howard Rempes
Program Director.....Don Brice
Chief Engineer.....B. T. Wilkins

WHIZ

ZANESVILLE—1924—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owner...Southeastern Ohio Bcstg. System, Inc.
Business-Studio Address....Lind Arcade Bldg.
Phone Number 2-5431
Newspaper Affiliation....Zanesville Publ. Co.
News Service.....AP, UP
Transcription Service .....Standard
Representative.....John E. Pearson
Membership .....NARTB, BAB
President .....Clay Littick
Sales Prom. Mgr., Pub. Dir.....Bill Eberle
Gen., Station Manager.....Vernon A. Nolte
Dir. of Sales.....Nate Milder
Chief Engineer.....William A. Hunt

AP SELLS

For Stations and Sponsors —

For instance . . . WHK

"AP's reputation for fast, accurate service makes it easy when I go to a client to renew a newscast contract. Half my selling job is done by having AP."

JOSEPH A. BERES,
Account Executive,
WHK, Cleveland, Ohio

OKLAHOMA

Pop. April 1, 1953 (Est.) 2,264,000—Total Housing Units 719,000
Families April 1, 1953 (Est.) 626,000—Stations in State 45

KADA

ADA—1934—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KADA Bcstg., Inc.
Business Address.....Box 642
Phone Number 12-3
Address .....No. Broadway
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative.....The Taylor Co.
Membership.....NARTB, BAB
President.....Dr. C. C. Morris
General Manager.....Billy T. Hoover
Station Manager.....Brown Morria
Prod., Music Dir.....Zelma Dean Woods
Program Director..... .....Nadine Mullinax
News Director.....Charles Seybert
Chief Engineer.....George Miller

KWHW

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Altus Bcstg. Co., Inc.
Business Address.....205 N. Main
Phone Number 1405
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Representative.....Hil F. Best
Newspaper Affiliation .....“Times-Democrat”
Membership .....NARTB
Pres., Gen. Mgr.....Frank E. Wimberly
Chief Engineer.....Ernest Baucum

KVSO

ARDMORE—1935—ABC
OKLA. NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Easley
Bus.-Studio Address.....112 N. Washington
Phone Number 3030
Air Time.....Full Time
News Service .....AP
Newspaper Affiliation.....Daily Ardmoreite
Transcription Service.....World, SESAC
Representative.....The Taylor Co.
General Manager.....Albert Riesen
Comm. Mgr.....J. E. Riesen
Program Director.....Dolly Dutton
Publicity Director.....Galy Varnell
Chief Engineer.....William E. Kolb

KWON

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Bcstg. Co.
Bus.-Studio Address...Union Natl. Bank Bldg.
Phone Number 1400
Air Time.....Full Time
News Service .....AP
President, Gen., Sta. Mgr.....J. Fred Case
Comm., Prom. Mgr.....John Collins
Chief Engineer.....Roger Billings

KBWL

BLACKWELL—1952

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Star Bcstg. Co., Inc.
Phone Number 309
News Service .....AP
Transcription Service .....Thesaurus
General Manager.....R. L. McCarrell
Chief Engineer.....Charles Hobbs

KWCO

CHICKASHA—1946—MBS-KBS

Frequency: 1560 Kc.....Power: 1000 Watts d.; 250 Watts n.
Owned-Oper. By..Washita Valley Bcstg. Corp.
Address .....KWCO Bldg.
Phone Number 2899
Air Time.....Full Time
News Service .....UP
Co-own., Gen. Mgr., President...P. D. Jackson
Commercial Manager.....Hoyt Caldwell
Program Director.....Lorine Null
Sls. Prom. Mgr.....Lorine Null
Chief Engineer.....Neal M. Allen

KWOE

CLINTON—1949

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By.Western Okla. Bcstg. Co.
Address .....Box 706
Phone Number 617
News Service .....UP
Transcription Service .....SESAC
Station Representative.....Hil F. Best
General Manager.....V. M. Preston
Commercial Manager.....Leo Trembly
Prom. Mgr., Prog. Dir.....Lew Preston
Chief Engineer.....Hubert Gaston

KWHP

CUSHING—1952

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....W. H. Payne
Address.....203 N. Harrison
Phone Number 922
News Service .....AP
Transcription Service .....Thesaurus

General Manager.....William H. Payne
Commercial Manager.....Jerry Watson
Program Director.....DeWitt Waites
Promotion Manager.....LoRena Payne
Chief Engineer.....Charles F. Hebard

KRHD

DUNCAN—1947—MBS

Frequency: 1350 Kc.....Power: 250 Watts d., 100 n.
Owned-Operated By.....Duncan Bcstg. Co.
Address .....Box 1192
Phone Number 1350
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Membership .....NARTB
President.....R. H. Drury
Gen., Sta., Comm. Mgr.....Leo Morris
Sales Prom. Mgr.....Bill Brubaker
Pgm. Dir.....Henry Mattison
Publicity Dir.....John Moen
Chief Engineer.....Dale Bishop

KSEO

DURANT—1947—KBS

Frequency: 750 Kc.....Power: 250 Watts d.
Owned-Operated By...Democrat Printing Co.
Address .....Democrat Bldg.
Phone Number 2200
News Service .....AP
Transcription Service .....Standard
Partners.....R. F. Story, Bennett Story
General Manager.....Leroy Moses
Chief Engineer.....Leonard Brown

KASA

ELK CITY—1932—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Address.....North Randall St.
Phone Number 731
Manager.....Lonnie J. Preston
Program Director.....Alice Howenstine
Chief Engineer.....G. K. Fenter

KCRC

ENID—1929—ABC-OKLA. NET

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Enid Radiophone Co.
Bus.-Studio Address.....Broadway Tower
Phone Number 447
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
News. Affil...."Morning News," "Daily Eagle"
Representative .....O. L. Taylor Co.
Membership .....NARTB
President.....Milton B. Garber
General Manager.....Guy B. Farnsworth
Commercial Mgr.....H. P. Hale
Program Director.....B. Napier
Publicity Director.....Cecil E. Hill
Chief Engineer.....Murray D. Coleman

KGWA

ENID—1949—MBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By....Public Bcstg. Service, Inc.
Address.....115½ E. Broadway
Phone Number 4230
News Service .....UP
Transcription Service .....Standard
Representative .....Rambeau
President .....George Hutchison
Gen., Sta., Prom. Mgr.....H. J. Godschalk
Comm. Mgr., Pgm., Publ. Dir.....Tom Belcher
Chief Engineer.....William Teitzel Jr.

KTAT

FREDERICK—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Frederick Bcstg. Co.
Address.....Main & Grand
Phone Number 1010
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Representative .....Hil F. Best
General Manager (Ptnr.)..... J. D. Jones, Jr.
Program Director.....Mary Wheeler
Comm. Mgr., Pub. Dir.....Evelyn Jones
Chief Engineer.....J. D. Jones, Jr.

KGYN

GUYMON—1948

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Plains Bcstg. Co.
Business-Studio Address.....P. O. Box 38
Phone Number 888
News Service .....UP
Transcription Service.....World, Thesaurus
Membership .....NARTB, BAB
Representative .....Hil F. Best
President, Gen. Mgr.....T. M. Raburn, Jr.
Commercial Manager.....Ed Slater
Chief Engineer.....Herbert L. Noyes

KTJS

HOBART—1947—KBS

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By.....T. J. Shriner
Address.....315 E. 11th St.
Phone Number 1070
News Service .....AP
President, Ch. Eng.....T. J. Shriner
Program Director.....Mary Jo Shriner

KIHN

HUGO—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Little Dixie Bcstg. Co.
Address.....P. O. Box 248
Phone Number 1140
News Service .....AP
Transcription Service .....SESAC
President .....George Malone
Gen., St. Mgr.....Elzie B. Parker
Chief Engineer.....Dalton E. Jones

KSWO

LAWTON—1941
ABC-OKLA. NET

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By..... Okla. Quality Bcstg. Co.
Bus.-Studio Address.....406½ D Ave.
Phone Number 1380
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....The Taylor Co.
Membership.....NARTB, BAB
President.....R. H. Drewry
General, Sta. Manager.....Allan Page
Commercial Mgr.....Neil Ashlock
Sales Prom. Mgr., Pub. Dir...Bill McReynolds
Program Director.....Morgan Roberts
Chief Engineer.....Bill Buford

KNED

McALESTER—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By..Pittsburg Bcstg. Co., Inc.
Address .....Aldridge Hotel
Phone Number 1460
News Service .....UP
Transcription Service.....Capitol, Thesaurus
Pres., Gen. Mgr.....Ray Van Hooser
Commercial Manager.....Phil Reed
Program Director.....Juanita Van Hooser
Chief Engineer.....Dexter Ferry

KTMC

McALESTER—1946—ABC-OKLA.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....McAlester Bcstg. Co.
Business-Studio Address.....Box 157
Phone Number 2411
News Service .....AP
Representative.....The Taylor Co.
President .....William Young
Commercial Manager.....Bob Baggett
General Manager.....James O. Wilson, Jr.
Chief Engineer.....Harold Duncan

KGLC

MIAMI—1948—KBS-WESTERN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Miami Bcstg. Co.
Address .....Box 511
Phone Number 3303
Air Time.....Full Time
News Service .....UP
Transcription Service...Standard, Lang-Worth
Representative .....Adam Young
Membership .....NARTB, BAB
President.....M. K. Hutts
General Manager.....Charles L. Unger, Jr.
Program Director.....Bill York
Chief Engineer.....Louis Stone

KBIX

MUSKOGEE—1936—ABC-OKLA.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Okla. Press Pub. Co.
Address.....214-216 Wall St.
Phone Number 74
Air Time.....6 a.m.-12 M.
News Service .....UP
Newspaper Affiliation...Daily Phoenix, Times Democrat
Transcription Service.....Thesaurus
Representative.....The Taylor Co.
President.....Tams Bixby, Jr.
Station Manager.....Walter W. Weber
Commercial Manager.....Paul Perry
Program Director.....Howard Whitely
Chief Engineer.....Eugene Edwards

KMUS

MUSKOGEE—1948—MBS
GRASS ROOTS

Frequency: 1380 Kc....Power: 1000 d., 500 n.
Owned-Oper. By...Eastern Okla. Bcstg. Corp.
Business-Studio Address.....412½ Court St.
Phone Number 656
News Service .....UP
Transcription Service.....World, Standard
Representative .....Pearson
President.....R. M. Mountcastle
Gen., Station Mgr.....Jimmie Barry
Program Director.....George Overton
Chief Engineer.....James Keitel

KNOR

NORMAN—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Cleveland County Bcstg. Co.
Address.....P. O. Box 542
Phone Number 474
News Service .....UP

Transcription Service .....World
Gen. Mgr. (Ptnr.).....William S. Morgan
Comm. Mgr.....Tol Dickenson
Program Director.....Gene Stansberry
Chief Engineer.....Gene Morris

KBYE

OKLAHOMA CITY—1946

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Opearted By.....State Bcstg. Co.
Bus.-Studio Address.....9th & Broadway
Phone Number 3-2323
President .....Kenyon Brown

KLPR

OKLAHOMA CITY—1947

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Byrne Ross
Business Address.....128½ W. Commerce St.
Phone Number 3-6358
News Service .....AP
Membership .....NARTB, BAB
Owner, Pres., Gen. Mgr.....Byrne Ross
Prom. Comm. Mgr.....Fred Farha
Program Director.....Mrs. Kathleen Burkett
Chief Engineer.....Jay Davis

KOCY

OKLAHOMA CITY—1922

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Plaza Court Bcstg. Co.
Business-Studio Address....Plaza Court Bldg.
Phone Number.....Forest 5-4333
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Pearson
Membership .....NARTB
Pres., Gen. Mgr.....M. H. Bcnebrake
Sta., Comm Manager.....George Collison
Program Director.....John D. Harrison
Chief Engineer.....Howard Hollars

KOMA

OKLAHOMA CITY—1931—CBS

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....KOMA, Inc.
Business-Studio Address....7300 Lincoln Blvd.
Phone Number.....VIctor 3-6641
Air Time.....5:30 a.m.-12:30 a.m.
News Service .....AP
Transcription Service....Standard, Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB
President.....John Toole Griffin
General-Station Mgr.....J. J. Bernard
Sales Prom. Mgr.....Ben H. Holmes
Commercial Manager.....Raymond Ruff
Program Director.....Mack Fuller
Chief Engineer.....M. W. Thomas

KTOK

OKLAHOMA CITY—1927—ABC

Frequency: 1000 Kc.....Power: 5000 Watts
Owned-Operated By.....KTOK, Inc.
Business-Studio Address.....1800 W. Main
Phone Number 3-8352
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service .....World
Representative.....O. L. Taylor Co.
President .....Wendell Mayes
General Manager.....E. L. Colbourn
Program Director.....Dick Kirchner
Chief Engineer.....Clifford Easum

KTOW

OKLAHOMA CITY—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Sooner Bcstg. Co.
Business-Studio Address....Liberty Bank Bldg.
Phone Number 2-6367
News Service .....AP
Representative .....Rambeau
Membership .....NARTB
President .....Ralph Ball
Gen., Sta. Mgr.....Rex M. Lester, Jr.
Commercial, Sales Prom. Mgr.....Ross Baker
Pgm., Pub. Dir.....Bill Bryan
Chief Engineer.....John Witt

WKY

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKY Radiophone Co.
Bus.-Studio Address.....500 E. Britton Rd.
Phone Number.....TRinity 8-2161
Air Time .....Unlimited
News Service .....AP, UP
Newspaper Affiliation.....Oklahoman, Times
Transcription Service .....Standard
Representative .....Katz
Membership .....NARTB
President.....E. K. Gaylord
Manager.....P. A. Sugg
Commercial Manager.....Robert E. Chapman
Program Director.....Paul Brawner
Public Rel. Mgr.....Ray Scales
Chief Engineer.....H. J. Lovell

KHBG

OKMULGEE—1937—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Okmulgee Bcstg. Corp.
Business Address.....114½ East 7th St.
Phone Number 3646
News Service .....AP
Representative .....Pearson
Membership .....NARTB
President .....Don Reynolds
Gen., Sta. Mgr.....John R. Trotter
Program Director.....Gladys LeGrand
Chief Engineer.....John Brenneman

KVLH

PAULS VALLEY—1947—KBS

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Operated By.....KVLH Bcstg. Co.
Business Trans. Address.....P. O. Box 610
Phone Number 1470
Air Time.....Day Time
News Service .....UP
Transcription Service .....Capitol
Representative.....Hil F. Best
President.....James T. Jackson
General Manager.....Phil Crenshaw
Sales Prom. Mgr.....J. J. Gray
Chief Engineer.....George Rountree

WBBZ

PONCA CITY—1928—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....The Ponca City Publ. Co.
Address.....1801 E. Oklahoma
Phone Number 6607-8
Air Time.....Full Time
Newspaper Affiliation.....The News
News Service .....AP
Transcription Service .....World
Membership .....NARTB, BAB
President.....Clyde E. Muchmore
Sta., Gen. Mgr.....Cy Casper
Commercial Mgr.....M. E. Sheid
Pgm. Dir.....William G. Maugans
Publicity Director.....Gareth Muchmore
Chief Engineer.....W. Carroll Blewster

KOLS

PRYOR—1950—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Lakes Area Bcstg. Co.
Address.....Fifth & S. Mill Sts.
Phone Number 1263
Transcription Service.....SESAC
News Service .....AP
Gen., Sta. Mgr.....L. L. Gaffaney
Commercial Manager.....Mrs. L. L. Gaffaney
Program Director.....Merle Caldwell
Chief Engineers...R. L. Padgett, Tom Graves

KGFF

SHAWNEE—1930

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....KGFF Bcstg. Co., Inc.
Address .....Hotel Aldridge
Phone Number 4390
Air Time .....Unlimited
News Service .....AP
Newspaper Affiliation.....Stauffer Publ., Inc.
Transcription Service .....World
President.....Oscar S. Stauffer
Gen., Sta. Manager.....Wilford C. Dickson
Commercial Manager.....Fred Davis
Program Director.....Jerry Ziegler
Chief Engineer.....Delbert Grady

KSPI

STILLWATER—1947—MBS

Frequency: 780 Kc.....Power: 250 Watts d.
Owned-Oper. By....Stillwater Publishing Co.
Business Address.....P. O. Box 231
Phone Number 311
Air Time .....Sunrise-sunset
News Service .....UP
Newspaper Affiliation .....News-Press
Transcription Service .....World
Representative .....Thomas Clark
President.....C. R. Bellatti
General Manager.....L. F. Bellatti
Program Director.....J. R. Bellatti
Chief Engineer.....Paul McCollum

KAKC

TULSA—1946

Frequency: 970 Kc.....Power: 1000 Watts d. 500 n.
Owned-Oper. By.....Public Radio Corp.
Bus.-Studio Address.....412 E. Fifth St.
Phone Number 4-2401
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
President-Treas.....S. E. Avey
V.P., General Manager.....James L. Neal
Sales Promotion Manager.....Rusty Kirk
Program Director.....John B. Wheeler
Chief Engineer.....M. M. Donley

KFMJ

TULSA—1946—MBS

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By....Fred Jones Bcstg. Co.
Business-Studio Address.....1242 S. Boston

Phone Number 5-5555
News Service .....UP
Representative .....Indie Sales
Membership.....NARTB, BAB
President .....Fred Jones
General Manager.....Lawson Taylor

KOME

TULSA—1398

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
Owned-Oper. By.....Oil Capital Sales Corp.
Business-Studio Address.....Kome Bldg.
Phone Number 3-4121
News Service .....AP
Transcription Service .....World
Representative .....Pearson
President.....John E. Brown Jr.
Exec. Vice-Pres.....Storm Whaley
General Manager.....Riley R. Gibson
Chief Engineer.....Roy Brown

KRMG

TULSA—1949—ABC

Frequency: 740 Kc.....Power: 50,000 Watts d., 25,000 n.
Owned-Operated By..All Oklahoma Bcstg. Co.
Business-Studio Address..311 So. Denver Ave.
Phone Number 5-3291
Transcription Service .....Capitol
Air Time.....Full Time
Representative .....John Blair
News Service .....AP
Membership .....NARTB
President.....Robert S. Kerr
General Manager.....Robert B. Jones, Jr.
Sta., Comm. Mgr.....Frank S. Lane
Sales Prom. Mgr.....Ann Fellows
Program Director.....David E. Wilson
Chief Engineer.....William H. Bradley

KTUL

TULSA—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Tulsa Bcstg. Co.
Business Address .....Boulder-on-the-Park
Phone Number 2-3191
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....John T. Griffin
V.P. & Gen. Mgr.....John Esau
Commercial Mgr.....L. A. Blust, Jr.
Sales Prom. Mgr.....George Ketcham
Program Director.....Karl Janssen
Chief Engineer.....Robert Snider

KVOO

TULSA—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By....Southwestern Sales Corp.
Bus.-Studio Address.....Philtower Bldg.
Phone Number 2-3281
Air Time.....24 hrs.
News Service.....UP, INS
Transcription Service.....Standard, World
Representative .....Edward Petry
President.....W. G. Skelly
V.P., General Mgr.....William B. Way
Commercial Manager....Gustav K. Brandborg
Sales Prom. Mgr.....N. T. McClarin
Program Director.....Joe O'Neill
Production Director.....John Henry
Chief Engineer.....Watt Stinson

KWSH

WEWAKA—1951—ABC-KBS

Frequency: 1260 Kc.....Power: 1,000 Watts
Owned-Operated By..Tri Cities Bcstg. Co., Inc.
Address .....Box 1260
Phone Number 1260-1261
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor
Membership .....NARTB
President.....Dr. C. C. Morris
General Manager.....Bill Hoover
Station Manager.....Pat Murphy
Commercial Manager.....Roy Judge
Program Director.....Don Owen
Publicity Director.....Romane Bailes
Chief Engineer.....Warren W. Abbott

KSIW

WOODWARD—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Woodward Bcstg. Co.
Address Trans. Loc.....22 & Cedar Sts.
Phone Number 1450
Air Time.....6 a.m.-10:15 p.m.
News Service .....AP
Transcription Service.....Capitol, Thesaurus
Representative .....Continental
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Edward A. Ryan
Sales Prom. Mgr.....Paul F. Kelly
Program Director.....Lenora W. Ryan
Chief Engineer.....George Archer
Chief Announcer.....Mark Gaston

OREGON

Pop. April 1, 1953 (Est.) 1,601,000—Total Housing Units 529,000
Families April 1, 1953 (Est.) 506,000—Stations in State 47

KWIL

ALBANY—1941—MBS-DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Central Willamette Bcstg.
Bus.-Studio-Trans. Loc.....Queen Ave. & Elm
Phone Number 1234-5
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Newspaper Affiliation.....“Democrat Herald”
Representative .....John Keating
Membership .....NARTB, BAB
President.....R. R. Cronise
General Manager.....Chet Wheeler
Publicity Director.....Ken McCoy
Commercial Manager.....Johnny Birrel
Station Manager.....Warren Stoffer
Sales Prom. Mgr.....Mal Waltman
Program Director.....LeRoy Jolley
Publicity Director.....Ken McCoy
Chief Engineer, Farm Editor. Herbert Davidson

KWIN

ASHLAND—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Rogue Valley Bcstg. Co.
Address.....1160 Helman Rd.
Phone Number 2-1351
Air Time.....6:30 a.m.-11 p.m.
Trustee.....H. R. Morris

KAST

ASTORIA—1936—MBS-KBS DON LEE

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Astoria Bcstg. Co.
Bus.-Studio Address.....1006 Taylor Ave.
Phone Number 95
News Service .....AP
Transcription Service .....Standard
Representative .....Art Moore
Membership .....BAB
President.....Robert B. Chessman
Gen., Sta. Mgr.....R. D. Holmes
Program Director.....Mrs. Mary Ristola
Commercial Manager.....Irving Steinbock
Chief Engineer.....Jay Bruce Whitwell

KVAS

ASTORIA—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Clatsop Video Bcstrs.
Address.....612 Commercial St.
Phone Number 41
Representative .....Moore
Transcription Service .....World
News Service .....UP
Membership .....NARTB
President.....L. E. Parsons

KBKR

BAKER—1939—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Bus.-Studio Address.....2030 Auburn Sts.
Phone Number 140
News Service .....UP
Transcription Service .....World
Membership .....NARTB
President.....Lee W. Jacobs
Gen., Comm. Mgr.....Kenneth B. Lockwood
Program Dir.....Kenneth Holden
Chief Engineer.....Walt Bobisud

KBND

BEND—1938—MBS

Frequency: 1110 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Oregon Bcstg. Co.
Bus.-Studio Address.....Coble Bldg.
Phone Number 848
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NARTB
Gen., Sta. Mgr.... .....Frank H. Loggan
Comm. Mgr.....Doug Gaines
Pgm. Dir.....Kessler Cannon
Publicity Director.....Jack Thornton
Chief Engineer.....Robert Dickinson

KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KOOS, Inc.
Address.....505 Hall Bldg.
Phone Number 4321-4331
Air Time.....Day Time
News Service.....UP, AP
Newspaper Affiliation .....Times
Reps. .....Keating, Forjoe
President.....Sheldon F. Sackett
General Manager.....Fred F. Chitty
Station Manager.....Phil Waters
Program Director.....John Tasnady
Chief Engineer.....Nate Olson

KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KWRO, Inc.
Address .....P. O. Box 396
Phone Number 3961
Air Time.....Full Time
News Service .....AP
Transcription Service.....Capitol, World
Representative .....Keating
Sect.-Treas.....W. E. Walsh
Manager .....George Stratton
Commercial Manager.....Lynn C. Thomas
Chief Engineer.....Floyd Nichols

KRUL

CORVALLIS—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pacific States Radio Co.
Address Trans. Lot.....1221 So. 15th St.
Phone Number 3-3322
Air Time.....Full Time
News Service .....AP
Transcription Service .....Capitol
Representative .....Keating
President.....J. C. Haley
Gen., Sta. Mgr., Pub. Dir.....Loyal H. Vickers
Comm., Sales Prom. Mgr.....Jack Gallent
Program Director.....John Hodge
Chief Engineer.....Bob Cowart

KODL

THE DALLES—1900—KBS

Frequency: 1230 Kc.....Power: 250 d., 100 n.
Owned-Oper. By.....Western Radio Corp.
Trans. Address.....Scenic Dr. nr. Sorosis Pk.
Phone Number 2300
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Pres., General Manager.....V. B. Kenworthy
Station Manager.....Paul E. Walden
Program Director.....Monte DeVon
Chief Engineer.....Doug'as Whipple

KASH

EUGENE—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Air Ways, Inc.
Address.....P. O. Box 1600
Phone Number 5-3357
Air Time.....5:30 a.m.-12:30 a.m.
News Service .....UP
Transcription Service.....Capitol, SESAC
Representative .....Donald Cooke
Pres., Gen., Sta. Mgr.....E. L. Kincaid
Commercial Manager.....Paul N. Plank
Program Director.....Laura Plank
Asst. Mgr., Pub. Dir.....Clare Mattingly
Chief Engineer.....Norville M. Packard

KERG

EUGENE—1949—CBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....Guard Pub. Co.
Address.....P. O. Box 506
Phone Number 5-4304
Air Time.....6 a.m.-M.
News Service .....AP
Newspaper Affiliation .....“Register-Guard”
Transcription Service .....Standard
Representative.....Weed & Co.
Membership .....NARTB, BAB
President.....Alton F. Baker
Gen., Sta. Mgr.....L. W. Trommlitz
Commercial Manager.....Herb Michael
Publicity Director.....Jack Craig
Prom. Mgr., Prog. Dir.....Robert Fulton
Chief Engineer.....Calvert Applegate

KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lane Bcstg. Co.
Business Address.....P. O. Box 1032
Phone Number 4-4214
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Everett-McKinney
Membership .....NARTB
Director .....Glenn McCormick
General Mgr.....Lee Bishop
Commercial Mgr.....Virgil Parker
Program-Production Dir.....Robert Eubanks
Publicity Dir.....Virgil Parker
Chief Engineer.....Floyd Viken

KUGN

EUGENE—1946—NBC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By.....KUGN, Inc.
Business Address.....P. O. Box 590
Phone Number 4-6216
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....McHugh, Meeker
Membership .....NARTB
President.....C. H. Fisher
Sta. Manager.....S. W. McCready
Commercial Manager.....E. W. Karl
Program Director.....Reg Roos
Sales Prom. Mgr.....Robert Hilyer
Chief Engineer.....George Hathaway

KFGR
FOREST GROVE—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Irving G. Schmidtke
Address.....Rt. 2, Box 245
Phone Number 6091
Transcription Service.....Standard, SESAC
News Service .....AP
Pres., Gen., Sta. Mgr.....Irving V. Schmidtke
Commercial Manager.....John L. Elder
Prog., Pub. Dir.....Allen E. Hoffard

KUIN
GRANTS PASS—1939—MBS
DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Southern Oregon Bcstg. Co.
Business Address.....P. O. Box 148
Phone Number 4477
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, McGregor
Representative.....W. S. Grant
Membership .....NARTB, BAB
President.....A. E. Voorhies
General Manager.....E. A. Malone
Commercial Mgr.....M. K. Ball
Program Director.....Dave Allen
Chief Engineer.....N. L. Williams

KIHR
HOOD RIVER—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Ore.-Wash. Bcstrs.
Address.....P. O. Box 207
Phone Number 8561
General Mgr., Ptnr.....C. H. Fisher
Partner.....C. O. Fisher
Station Manager.....Don McCutcheon
Chief Engineer.....James H. Platz

KFJI
KLAMATH FALLS—1923—MBS
DON LEE

Frequency: 1150 Kc....Power: 5000 d., 1000 n.
Owned-Oper. By.....KFJI Bcstrs., Inc.
Address.....P. O. Box 692
Phone Number 22551
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant, Keating
Membership .....NARTB
President.....W. D. Miller
Gen., Sta., Comm. Mgr.....Dick Maguire
Prog., Pub. Dir.....Bob McVay
Chief Engineer.....William P. Grimes

KFLW
KLAMATH FALLS—1946—ABC-CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Herald Publ. Co.
Address.....P. O. Box 941
Phone Number 8115
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Everett-McKinney
Membership .....NARTB, BAB
President .....Frank Jenkins
General Manager.....Bud Chandler
Commercial Manager.....Aaron Boe
Chief Engineer.....Gilbert Walter

KLBM
LA GRANDE—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Address.....Old Oregon Trail
Phone Number 2201
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB, BAB
President .....Lee Jacobs
Gen., Comm. Manager.....Ken Lillard
Chief Engineer.....Danny Bridges

KGAL
LEBANON—1950—KBS

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Linn County Bcstrs., Inc.
Address.....P. O. Box 341
Phone Number 8631
News Service .....AP
President, Gen. Mgr.....W. Gordon Allen
Station Manager.....Nate Bridges
Commercial Manager.....Robert M. Bruce
Program Director.....Madeline Allen
Chief Engineer.....Danny Bridges

KMCM
McMINNVILLE—1949—KBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yamhill Bcstrs.
Address.....P. O. Box 207
Phone Number 3811
Transcription Service .....Lang-Worth
News Service .....AP
President.....Jack B. Bladine
General Manager.....Louis F. Gillett
Commercial Manager.....Glasco Branson
Chief Engineer.....Milt Muir

KMED
MEDFORD—1922—NBC

Frequency: 1440 Kc.....Power: 5000 Watts d., 1000 Watts n.

Owned-Operated By.....Radio Medford, Inc.
Address.....P. O. Box 1306
Phone Number 2-4000
Air Time.....Full Time
News Service .....UP
Transcription Service...Thesaurus, MacGregor
Station Representative.....Meeker Assoc.
President .....Vern Robinson
General, Sta. Manager.....Jennings Pierce
Commercial Manager.....Bill Hansen
Sls. Prom. Mgr., Publ. Dir.....Norm Oberst
Program Director.....Russ Jamison
Chief Engineer.....Ray Johnson

KYJC

MEDFORD—1947—ABC-CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By ...Medford Printing Co.
Trans. Address .....Barnett Rd.
Phone Number 2-5277
Air Time .....6 a.m.-12 M.
News Service ..... UP
Newspaper Affilaition.....Mail Tribune
Representative .....Grant
President .....Robert W. Ruhl
Gen., Sta. Mgr. .....Jimmy Dunlevy
Comm., Sales Prom. Mgr.....Tom MacLeod
Pgm. Dir.....John Ahern
Publicity Director.....Betty Brugman
Chief Engineer.....Dick Woods

KNPT

NEWPORT—1948

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yaquina Radio, Inc.
Business Address.....Box 276
Phone Number 560
News Service .....AP
Transcription Service .....World
Representative.....Wm. A. Ayres
President, Station Manager.....Tom R. Becker
Commercial Manager.....Dan Kirch
Sales Prom. Mgr., Prog. Dir.....Ed Warmoth
Chief Engineer.....Tony Bryan

KFIR

NORTH BEND—1951

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Bay Bcstg. Co.
Address.....1937 Union Ave.
Phone Number 5-7361
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative.....W. S. Grant & Co.
Pres., Gen. Mgr.....Josephine Bjornson
Commercial Manager.....William Kraus
Station Manager.....Glenn Nickell
Sales Prom. Mgr.....Wallace Cooper
Chief Engineer.....Arthur Schuldt

KSRV

ONTARIO—1946

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....Inland Radio, Inc.
Address .....Box 540
Phone Number 212
Air Time.....6 a.m.-M.
News Service .....UP
Representative .....Oregon Trail
Transcription Service.....World, Standard
Membership .....NARTB
President.....Lee W. Jacobs
V.P., Gen. Mgr.....Gordon L. Capps
Commercial Manager.....Robert Humphreys
Program Director.....Ned Leibman
Chief Engineer.....Charles E. Harland

KGON

OREGON CITY-PORTLAND—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clackamas Bcstrs.
Business Address.....Box 391
Phone Number 1-5475
Air Time.....24 hrs.
Studio-Transmitter.....Super Hiway, N.
News Service .....AP
Transcription Service.....World, Associated
Representative .....Robt. Meeker
Membership .....NARTB, BAB
President.....Dr. John H. Fitzgibbon
Comm., Prom., Gen. Mgr.....Irwin S. Adams
Program Director.....Sonora Hoffman
Chief Engineer.....Edward G. Saxe

KWRC

PENDLETON—1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Radio Corp.
Business Address.....P. O. Box 178
Phone Number 1425
News Service .....UP
Pres., Gen. Mgr.....V. B. Kenworthy
Station Manager.....Ted A. Smith
Program Director.....Denman Dayton
Chief Engineer.....Larry Lester

KBKO

PORTLAND—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mercury Bcstg. Co.
Bus.-Studio Address...3908 N.E. Sandy Blvd.
Phone Number .....MU 1290
Representative .....Forjoe
News Service .....UP
Pres., Gen. Mgr.....Thomas Kelly
Commercial Manager.....Charles D. Wheeler
V.P., Program Director.....Ric Thomas
Chief Engineer.....James Strickland

KEX
PORTLAND—1926—ABC

Frequency: 1190 Kc.....Power: 50,000 Watts
Owned-Operated By.....Westinghouse Radio
Address.....1230 SW Main St.
Phone Number.....CApital 1881
Air Time.....5:30 a.m.-2:00 a.m.
News Service.....UP, INS
Transcription Service .....Associated
Membership .....BAB
Station Representative.....Free & Peters Inc.
President.....E. V. Huggins
General Manager.....Joseph E. Baudino
Station Manager.....J. B. Conley
Commercial Manager.....Robert H. Prigmore
Sales Promotion Manager..Charles L. Burrow
Program Director.....Mel Bailey
Chief Engineer.....Tom Ely

KOIN
PORTLAND—1925—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By....Mt. Hood Radio-TV Bcstg. Corp.
Business Address.....P. O. Box 1031
Phone Number.....ATwater 3333
Air Time.....6 a.m.-M.
News Service.....AP, INS, UP
Transcription Service.....World, Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....C. Howard Lane
Gen. Mgr.....Harry H. Buckendahl
Promotion Director.....George Wann
Program Manager.....Ted W. Cooke
Nat'l Adv. Mgr.....J. L. Palmer
Dir. of Engineering.....Louis S. Bookwalter

KPAM
PORTLAND—1951

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Bcstrs. Oregon Ltd.
Address.....P. O. Box 1230
Phone Number.....ATwater 0106
News Service .....AP
Transcription Service.....Associated, World
Pres., Comm., Gen. Mgr.....Stanley M. Goard
Program Director.....Douglas Ducklow
Chief Engineer.....Charles K. Dickson

KGW
PORTLAND—1922—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper.....Pioneer Bcstrs. Inc.
Bus.-Studio Address.....1320 S.W. Broadway
Phone Number.....BEacon 6364
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative .....Edward Petry
Membership .....NARTB
Pres., Sta. Mgr.....H. Quenton Cox
General Manager.....S. I. Newhouse, Jr.
Commercial Manager.....J. N. Wassan
Program Director.....Donald Whitman
Chief Engineer.....Harold C. Singleton

KLIQ
PORTLAND—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Mercury Bdcstg. Co.
Address.....3908 N.E. Sandy Blvd.
Phone Number.....Webster 1290
Pres., Gen. Mgr., Prog. Dir.....Gordon E. Bambrick

KPDQ
PORTLAND—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John W. Davis
Bus.-Studio-Trans. Address.1008 S.W. 6th Ave.
Phone Number.....CA 9209
News Service .....AP
Transcription Service .....Associated
Pres., Gen. Mgr.....John W. Davis
Commercial Manager.....Dave Jack
Program Director.....Bob Beattie
Chief Engineer.....Jack Adkins

KPOJ
PORTLAND—1932—MBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....Journal Publ. Co.
Phone Number.....Broadway 3484
Studio Address.....1019 S.W. 10th
Air Time.....6 a.m.-M.
News Service .....UP
Newspaper Affiliation.....Oregon Journal
Transcription Service .....Thesaurus
Representative .....John Blair
Membership .....NARTB
President.....P. L. Jackson
General-Station Manager.....R. M. Brown
Commercial Manager.....Robert C. La Bonte
Sales Prom. Mgr., Publ. Dir.....Isabell Hoyt
Program Director.....Jack Moys
Publicity Director.....Robert Whitely
Chief Engineer.....Richard R. Pooley

KWJJ
PORTLAND—1927

Frequency: 1080 Kc.....Power: 10,000 Watts
Owned-Oper. By.....KWJJ Bcst. Co.
Bus.-Studio Address.....1011 S.W. 6th Ave.
Phone Number.....Atwater 4393
Air Time.....6 a.m.-M.
News Service .....UP
Representative.....Weed & Co.
Pres., Gen., Sta. Mgr.....Rod F. Johnson
Prog. Dir.....Jerry Speerstra
Prom. Mgr., Pub. Dir.....Ben Crosby
Chief Engineer.....Les Windes

KXL

PORTLAND—1926

Frequency: 750 Kc.....Power: 10,000 Watts
Owned-Operated By.....KXL Bcstrs.
Business-Studio Address.....Orpheum Bldg.
Phone Number.....BR. 6451
News Service.....UP, AP
Transcription Service .....Associated
Representative .....Walker
Pres., Gen., Comm. Mgr.....H. S. Jacobson
Program Director.....George Anthony
Chief Engineer.....Ralph Mifflin

KRCO

PRINEVILLE—1950

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Central Oregon
Address.....P. O. Box 188
Phone Number 6-239
Representative .....Gene Grant
Membership .....NARTB, BAB
News Service .....UP
Pres., Gen. Mgr.....Norbert A. Mikscho
Sta. Mgr., Ch. Eng.....C. R. Matheny
Commercial Manager.....Hal Newhouse

KSGA

REDMOND—1952—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Redmond Bcstg. Co.
Address.....P. O. Box 1240
Representative .....Forjoe
General Manager.....F. G. Lieser
Sales Prom. Mgr., Prog. Dir.....Jack Leutjen
Chief Engineer.....Al Horton

KRNR

ROSEBURG—1935—DON LEE-CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....News Review Co.
Address.....211 N. Main St.
Phone Number 3-5551
Air Time .....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Standard
Newspaper Affiliation.....News Review Co.
Representatives .....Keating, Grant
Membership .....NARTB, BAB
President .....Frank Jenkins
Station Manager .....Leroy Hiatt
Commercial Mgr.....Warren Ward
Program Director .....Lyle Fenner
Chief Engineer .....Max Dick

KRXL

ROSEBURG—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Umpqua Bcstrs., Inc.
Address.....P. O. Box 847
Phone Number 3-4464
President.....Donn Radabaugh
Gen., Sta. Manager.....Iris Rice Helliwell
Commercial Manager.....Lon D. Hunt
Chief Engineer.....G. A. Oliver

KGAE

SALEM—1952

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KGAE, Inc.
Address .....Box 768
News Service .....AP
Pres., Gen. Mgr.....W. Gordon Allen
Program Director.....Jack Till
Chief Engineer.....John Truhan

KOCO

SALEM—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Loring Schmidt
Address Trans. Loca. ....1426 Edgewater St.
Phone Number 3-3108
Air Time.....Full Time
News Service .....UP
Transcription Service.....Capitol, Associated.
Representative.....William G. Rambeau
General Manager .....Loring Schmidt
Program Director .....Carl Ritchie
Commercial Manager.....S. P. Smith
Chief Engineer.....Robert Suing

KSLM

SALEM—1934—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Oregon Radio, Inc.
Business Address.....P. O. Box 631
Phone Number 3-4831
Representative .....Everett, McKinney
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Lang-Worth
Membership .....NARTB, BAB
President, Gen. Mgr.....Glenn McCormick
Sales Prom., Sta. Mgr.....Dave Hoss
Commercial Manager.....Bill Ross
Publicity Director.....Herb Smith
Chief Engineer.....Clyde Carlton

KTIL

TILLAMOOK—1947—KBS

Frequency: 1590 Kc.....Power: 250 Watts
Owned-Oper. By....Tillamook Bcstg. Co., Inc.
Business Address.....Star Route W.
Phone Number 1122
Representative .....Continental
President.....F. H. Guyton
Manager .....Tom Hoover
Chief Engineer.....Larry Brunes

PENNSYLVANIA

Pop. April 1953 (Est.) 11,072,000—Total Housing Units 3,060,000
Families April 1, 1953 (Est.) 2,853,000—Stations in State 113

WAEB

ALLENTOWN—1949—ABC
QUAKER

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By: .....WAEB, Inc.
Address .....Center Square
Phone Number 4-9364
Air Time.....6 a.m.-1 a.m.
News Service ..... UP
Representative .....George P. Hollingbery Co.
President .....Howard Wasserman
General Manager.....Milton Laughlin
Program Director.....Thomas A. Earley
Chief Engineer.....William Gottshall

WHOL

ALLENTOWN—1948—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Allentown Bcstg. Corp.
Phone Number.....Allentown 4-4801
Air Time .....7 a.m.-M.
News Service .....UP
Transcription .....Thesaurus
Representative .....Robert Meeker
Membership .....NARTB, BAB
President.....Charles G. Helwig
Sta. Mgr., Pgm. Dir.....J. F. Chambers
Publicity Dir.....Marten Musket
Chief Engineer.....Gerald B. Werst

WKAP

ALLENTOWN—1947

Frequency: 1320 Kc.....Power: 1000 Watts
Operated By.....WKAP, Inc.
Bus.-Studio Address.....P. O. Box 689
Phone Number.....Hemlock 3-3166
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Weed
President.....N. Joe Rahall
Sta., Gen. Mgr. .....O. R. Davies
Program Director.....Marshall Cleaver
Chief Engineer.....C. Frank Cordaro

WSAN

ALLENTOWN—1923—NBC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....Lehigh Valley Bcstg. Co.
Bus.-Studio Address.....39-41 N. Tenth St.
Phone Number 4-9511
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Headley Reed
General Manager .....B. Bryan Musselman
Comm. Mgr.....Olivia P. Musselman
Dir. of Programs.....George Y. Snyder
Chief Engineer.....Reuel H. Musselman

WFBG

ALTOONA—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Gable Bcstg. Co.
Address.....1320 11th Ave.
Phone Number 6467
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....H-R Reps., Inc.
Membership .....NARTB
President.....George P. Gable
General Manager .....John M. Snyder
Chief Engineer.....George Burgoon

WRTA

ALTOONA—1947—ABC-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Thompson Bcstg. Co.

WHOL

ALLENTOWN, PA. CBS

Serving a progressive and prosperous area of diversified manufacturing plants; rich farms and splendid educational institutions; WHOL should definitely be your choice in the Allentown-Bethlehem market . . . 3rd in Pennsylvania . . . 42nd in the Nation.

The last census showed approximately 403,000 *residents in the area served by WHOL. Retail sales in* 1951 *amounted to more than* $350,000,000 *. . . and farm dollars exceeded* $28,000,000. *You certainly want some of this business for your client's products, and WHOL can deliver it to you.*

CHAS. G. HELWIG, Esq.
President

Rep. ROBERT MEEKER

Address.....1421 12th Ave.
Phone Number 6646
Air Time.....Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....Robert Meeker
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Roy F. Thompson
Comm., Prom. Mgr.....William Clear
Program Director.....Dorothy M. Thompsson
Publicity Dir.....S. Carlton Ayers
Chief Engineer.....George R. Burgoon

WVAM

ALTOONA—1948—CBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....General Bcstg. Corp.
Address .....Box 151
Phone Number 8127
News Service ..... UP
Transcription Service .....Standard
Representative .....Weed & Co.
Membership .....NARTB
President .....Emanuel S. Leopold
Gen., Sta., Prog. Manager....Robert G. Walter
Comm., Prom. Mgr. .....Will Union
Chief Engineer.....Irvin Metzger

WHLM

BLOOMSBURG, PA.

The 1951 retail sales in the area serviced by WHLM amounted to $147,346,000. Add to this $21,847,900 of farming dollars and you get a pretty fair idea why we say, "Time Buyers, you can't afford to pass up the selling power of WHLM."

Located in WHLM's primary coverage area are the famous Magee Carpet Company, American Car & Foundry, Wise Potato Chips and Merck Drug Company, to mention just a few with good, big payrolls.

HARRY L. MAGEE
Owner and Operator

WAVL

APOLLO—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Tri-Borough Bcstg. Co.
Air Time .....Daytime
News Service .....UP
General Manager .....Cecil F. Clifton
Chief Engineer.....H. E. Smith

WNCC

BARNSBORO—1950—KBS

Frequency 950 Kc.....Power: 500 Watts d.
Owned-Oper. By.....No. Cambria Bcstrs.
Phone Number 1010
Transcription Service.....Thesaurus, World
News Service .....UP
Pres., Pub. Mgr.....Harris G. Breth
General Manager.....W. J. Thomas
Sta., Comm., Prom. Mgr.....William R. Raihall
Prog. Dir.....Lee Stauffer
Chief Engineer.....Dyle Miller

WBVP

BEAVER FALLS—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..... ....WBVP, Inc.
Business-Studio Address...1216 Seventh Ave.
Phone Number 4100
Air Time .....Unlimited
News Service.....UP, AP
Transcription Service.....Standard, World
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Frank R. Smith, Jr.
Sta., Comm. Prom. Mgr.....Thomas B. Price
Program Director.....Charles H. Wilson
Chief Engineer..... .. Gerald Cushing

WGPA

BETHLEHEM—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Bethlehems' Globe
Bus.-Studio Address.....426 Brodhead Ave.
Phone Number.....University 6-8074-5
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Capitol, Thesaurus
Membership .....NARTB, BAB
General Manager.....Ellis Service
Station Manager .....Arthur C. McCracken
Comm., Sales Prom. Mgr.....Frank Collie
Prod., Pgm. Dir.....Stefan George
Chief Engineer.....Edwin L. Rybak

WHLM

BLOOMSBURG—1951

Frequency: 690 kc.....Power: 1000 Watts a.
Owned-Operated By.....Bloom Radio

Address .....Hotel Magee
Phone Number 1800-1
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service.....Lang-Worth, World
Membership .....NARTB
President .....Harry Magee
Sta. Mgr.....Robert R. Williams
Comm. Mgr.....L. J. Campbell
Sales Prom. Mgr.....Fran Saunders
Prog. Dir.....James K. Stock
Publicity Dir.....Ray Calabrese
Chief Engineer.....Anthony Hogg

WCNR

BLOOMSBURG—1946

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Columbia-Montour Bcstg. Corp.
Bus.-Studio Address.....38 W. Main St.
Phone Number 1700
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Membership .....NARTB
President.....Robert R. Eyerly
Gen. Mgr.....Ed Darlington
Chief Engineer.....Robert Fulton

WLOA

BRADDOCK—1947

Frequency: 1550 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Matta Bcstg. Co.
Business-Studio Address...1233 Braddock Ave.
Phone Number.....Electric 1-1100
News Service ..... UP
Membership .....NARTB
President, Gen. Mgr.....William G. Matta
Commercial Manager.....George Matta
Sales Prom. Mgr.....Anna C. Weber
Program Dir.....Russell Linhart
Publicity Dir.....Ann Popovich
Chief Engineer.....Elmer L. Heess

WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By. .....WESB
Business Address.....43 Main St.
Phone Number 3173
Air Time .....7 a.m.-12 M. (8 a.m.-12 M.-Sun.)
News Service .....AP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB
Gen. Mgr., Sls. Prom., Pub. Dir...J. M. Cleary
Commercial Manager.....James Ponder
Program Dir.....Lloyd P. Gordon
Chief Engineer.....Dean Merry

WBUT

BUTLER—1948

Frequency: 1580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Eagle Printing Co.
Phone Number 75-778
Transcription Service .....Thesaurus
News Service .....AP
President.....John L. Wise
Sta., Comm. Mgr.....Philip B. Hirsch
Sales Prom. Mgr.....Vernon L. Wise, Jr.
Program Director.....Joseph Laconi
Chief Engineer.....Gerald L. Coleman

WISR

BUTLER—1941—TRI-STATE-KBS

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By ..The Butler Bcstg. Co., Inc.
Business-Studio Address.....357 N. Main St.
Phone Number 4701-2
Transmitter Location.....McKinley Ave. Ext.
Air Time.....6:30 a.m.-Sunset
News Service .....UP
Membership .....NARTB, BAB
President.....Joel W. Rosenblum
News Dir., Sta. Mgr. .....Robert Kaufman
Program Director.....Warren Ihlenfeld
Chief Engineer.....Paul Rex

WCDL

CARBONDALE—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By Carbondale Bdcstg., Co., Inc.
Address.....127 Salem Rd.
Phone Number.....Carbon. 1230
Air Time.....Full Time
News Service .....UP
Transcription Service.....SESAC, World
Representative .....Donald Cooke, Inc.
Membership .....NARTB
President ....William H. Ware
Gen., Sta. Mgr.....John R. Kreiger
Comm. Mgr.....Frank T. Bailey
Program Director.....Anthony P. Perry
Chief Engineer.....Robert G. Adams

WHYL

CARLISLE—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Richard Field Lewis, Jr.
Business Address.....Holly Pike
Phone Number.....Carlisle 1785
News Service .....UP
General Mgr.....Winslow T. Porter
Program Dir.....Clinton H. Morse
Chief Engineer.....Jack Simmons

WCHA

CHAMBERSBURG—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Chambersburg Bcstg. Co.
Bus.-Studio Address.....Craft Press Bldg.
Phone Number 1110
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....Capitol, Standard
Representative .....Forjoe
Membership .....NARTB
Pres., Gen. Manager.....John S. Booth
Commercial Manager.....Earl P. Strine
Program Director.....Allen Saunders
Chief Engineer.....James McCurdy

WESA

CHARLEROI—1947—KBS

Frequency: 940 Kc.....Power: 250 Watts d.
Owned-Oper. By..Monongahela Valley Bcstg.
Business-Studio Address.....Fifth St.
Phone Number 3-6551
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
President.....Dr. A. S. Sickman
Gen. Mgr.....C. R. Duvall
Program Dir.....George Gailey
Chief Engineer.....Silvio Garafalo

WPWA

CHESTER—1947

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Lou Poller
Business Address .....Chester
Phone Number 4-4321
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
Gen., Sta. Mgr.....Lou Poller
Commercial Manager.....Cy Swingle
Program Director.....Jeff Scott
Sales Prom. Mgr.....Mort Rosenman
Publicity Director.....Rhona Lloyd
Chief Engineer.....Harry Simmington

WVCH

CHESTER—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....James M. Tisdale
Bus.-Studio Address...Wolf Bldg., Market Sq.
Phone Number .....Chester 2-8861
Air Time .....Sunrise-sunset
News Service .....UP
Pres., Gen., Comm. Mgr.....James M. Tisdale
Program Director.....Robert A. Hibbert, Jr.
Chief Engineer.....James M. Tisdale

WCPA

CLEARFIELD—1947

Frequency: 900 Kc. ...Power: 1000 Watts d.
Owned-Oper. By ....Clearfield Bdcsters, Inc.
Address .....215 Church St.
Phone Number 5-5541
Air Time .....Sunrise-Sunset
Newspaper Affiliation.....Clearfield Progress
News Service .....UP
Transcription Service..Thesaurus, Lang-Worth
Membership .....NARTB, BAB
President.....W. K. Ulerich
Gen., Prom. Mgr.....W. J. Thomas
Sta., Comm. Mgr.....Joseph Milsop
Program Dir.....Margaret Nemeth
Chief Engineer.....Lewellyn Duck

WCOJ

COATESVILLE—1949—QUAKER

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chester Co. Bcstg. Co.
Address.....703 E. Chestnut St.
Phone Number 2100
Transcription Service .....SESAC
News Service .....UP
Pres., Gen. Mgr.....William S. Halpern
Promotion Manager.....Donald Kimes
Program Dir.....Del Shook
Secy., Chief Engr.....Louis N. Seltzer

WCVI

CONNELLSVILLE—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Connellsville Bcstrs., Inc.
Bus.-Studio Address....124 W. Crawford Ave.
Phone Number.....Connellsville 2700
Air Time .....7 a.m.-12 M.
News Service .....UP
Transcription Service.....SESAC, World
Membership .....NARTB, BAB
President .....Raymond Galiardi
Gen., Sta. Mgr.....Jack Craddock
Chief Engineer.....Paul Queer

WBUX

DOYLESTOWN—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Charles M. Meredith
Business-Studio Address.....203 Juniper St.
Phone Number.....Quakertown 517
Newspaper Affiliation....."Free Press"
News Service .....AP
Transcription Service .....World
Representative.....Indie Sales, Inc.
Membership .....BAB
Gen., Sta., Comm. Mgr.....William A. Lynch
Sales Prom. Mgr.....Raymond J. Ritz
Program Director.....Robert Fretz
Chief Engineer.....Paul Fireman

WCED

DUBOIS—1940—CBS-LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tri-County Bcstg. Co.
Business-Studio Address.....80 N. Park Pl.
Phone Number 1700
Newspaper Affiliation.....“Courier-Express”
News Service .....UP
Transcription Service .....SESAC
Representative .....McGillvra
President ....Harold Gray
General Mgr.....Jason S. Gray
Commercial Manager.....George Williams
Pgm. Dir.....Ed Paul
Prom., Pub. Manager.....Ken Johnston
Chief Engineer.....Bernard Gurewich

WEST

EASTON—1936—NBC-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....516 Northampton St.
Phone Number 6131
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker

5000 WATTS
DAY
AND
NIGHT

WERC

NBC
AFFILIATE
1260 KC

ERIE'S LEADING
REGIONAL STATION

PROOF CHECK THE SURVEYS
FOR BEST $ VALUE

ASK WEED & COMPANY
Phone: 46367

Membership .....NARTB
Station Executive.....Clair R. McCollough
Station Manager.....Elwood C. Anderson
Natl. Sales Manager.....J. Robert Gulick
Program Director.....Eugene Bethman
Technical Director.....J. E. Mathiot

WERC

ERIE—1941—NBC-QUAKER

Frequency: 1260 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Presque Isle Bcstg. Co.
Bus.-Studio Address .....121 W. 10 St.
Phone Number 46367
Air Time.....Full Time
News Service .....UP
Transcription Service .....Capitol
Representative .....Weed
President.....Jacob A. Young
General Manager.....Charles E. Denny
Commercial Manager.....Arthur M. Ingram
Program Director.....C. Roy Ward
Chief Engineer.....Ken Hestor

WIKK

ERIE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Community Service Bcstg.
Bus.-Studio Address.....1021 State St.
Phone Number 23-248
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
President .....Edward Lamb
Gen., Sta. Mgr.....Charles R. Kinney
Comm. Mgr.....Edward Smith
Prom., Pub. Dir.....Jack Shumaker
Program Dir.....Raymond Burke
Chief Engineer.....Gene Liggett

WJET

ERIE—1951

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Jet Bcstg. Co.
Address.....1635 Ash St.
Phone Number 4-6013
News Service .....AP
Pres., Gen. Mgr.....Myron Jones
Commercial Manager.....Lou Skelly
Prog. Dir.....Shirley Hatfield
Chief Engineer.....Harvey Shellito

WLEU

ERIE—1933
MBS-QUAKER-PENN-ATL. NET

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Commodore Perry
Bdcstg. Service
Bus.-Studio-Trans. Add.....Commerce Bldg.
Phone Number.....23-327, 22-129
Air Time .....Unlimited
News Service .....AP

President.....Dr. P. B. Cook
Program Director.....Robert Eaton
Chief Engineer.....Hoyt H. Stout

WGET

GETTYSBURG—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Times & News Pub. Co.
Address .....Harrisburg Rd.
Phone Number 850
Air Time.....6 a.m. 12:05 a.m.
News Service .....AP
Transcription Service .....World
Membership .....NARTB, BAB
Gen., Sta., Comm. Mgr.
Murray L. Goldsborough
Program Director.....C. W. Baker, III
Chief Engineer.....Lester Blair

WHJB

GREENSBURG—1934

Frequency: 620 Kc.....Power: 1000 Watts d., 500 n.
Owned-Oper. By....Pittsburgh Radio Supply House
Business-Studio Address...128 N. Penn Ave.
Phone Number.....Greensburg 3740
Air Time.....7 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
President.....H. Kenneth Brennen
General-Comm. Mgr.....G. J. Podeyn
Program Director .....Glen Grayson
Chief Engineer.....L. L. Allen

WHVR

HANOVER—1948—MBS

Frequency: 1280 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Radio Hanover, Inc.
Address.....Hanover Trust Bldg.
Phone Number 3831
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Kennedy Co.
Pres., Sta. Gen. Mgr.....John D. Bare
Comm., Prom. Mgr.....H. Vernon Ferster
Prog., Pub. Dir.....Mack Edwards
Chief Engineer.....Philip Rohrbaugh

WAZL

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hazleton Bcstg. Co.
Bus.-Studio Address.....708 Hazleton Natl. Bank Bldg.
Phone Number 5400-1
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Victor C. Diehm
Sales Prom. Mgr.....Thomas Tito
Program Director.....Bill Graham
Publicity Dir.....Betty Mulligan
Chief Engineer.....Elwood Tito

WHOD

HOMESTEAD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By...Steel City Bcstg. Corp.
Bus.-Studio Address.....105 E. Eighth Ave.
Phone Number.....HO 1-0172
Air Time .....Sunrise-sunset
News Service .....UP
Representative .....Interstate
President.....Anthony S. Ortale
General-Comm. Mgr.....Roy Ferree
Station Mgr.....Leonard Walk
Publicity Dir.....Sid Dickler
Chief Engineer.....James Herbert

WAZL

HAZLETON, PA. NBC-MBS

WAZL is uniquely located at the southern end of Luzerne County and its coverage reaches into Carbon, Schuylkill and Columbia counties. This brings Hazleton's metropolitan buying population to 127,000.

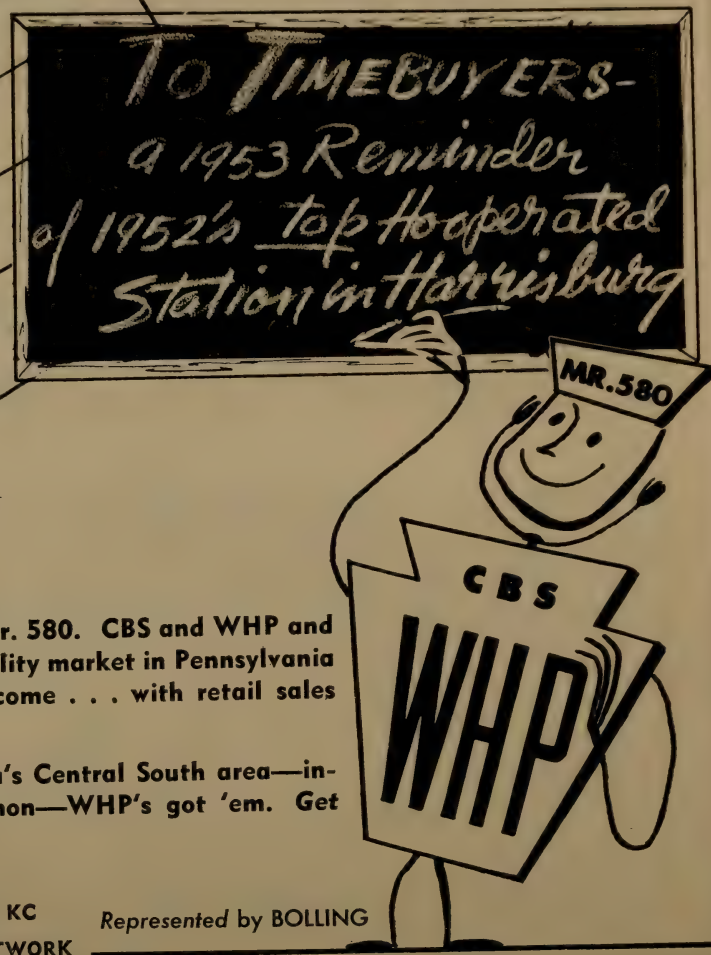
Hazleton enjoys the rare distinction of having a higher effective buying income per family than the U. S. average . . . $6,570.00 per family and they use it to buy the products advertised on WAZL. Here is a station that will deliver to you 70% of the radio listening audience from 8:00 in the morning until 10:30 at night.

VICTOR C. DIEHM
President and Gen. Mgr.
Rep. ROBERT MEEKER

MARCH 1952
HARRISBURG, PA.

HOOPER STATION LISTENING INDEX

TIME	WHP	STATION A	STATION B	STATION C
MON. THRU FRI. 8:00 AM-12:00 NOON	60.2	11.3	18.9	7.3
MON. THRU FRI. 12:00 NOON-6:00 PM	65.3	12.4	10.8	7.2
SUNDAY 12:00 NOON-6:00 PM	43.7	15.6	15.3	18.2
SUN. THRU-SAT. EVE 6:00 PM-10:30 PM	57.3	20.0	15.3	5.6
TOTAL RATED TIME PERIODS	59.6	15.7	14.7	7.1



It's a wonderful combination, says Mr. 580. CBS and WHP and the highest ratings . . . in the top quality market in Pennsylvania . . . with the highest per capita income . . . with retail sales 192% of average.

So if you want sales in Pennsylvania's Central South area—including Lancaster, York and Lebanon—WHP's got 'em. *Get 'em today through Bolling!*

WHP

HARRISBURG, PA.

THE KEY STATION
OF THE KEYSTONE STATE

5000 W 580 KC
CBS RADIO NETWORK

Represented by BOLLING

WHGB
HARRISBURG—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kendrick Bcstg. Co., Inc.
Bus.-Studio-Trans. Address.....112 Market St.
Phone Number 4-4988
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Capitol
Representative .....Weed
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Herbert Kendrick
Station Manager.....Jack Hooper
Pub. Dir.....Red McCarthy
Chief Engineer.....William Kuntz

WHP
HARRISBURG—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WHP, Inc.
Business-Studio Address.....216 Locust St.
Phone Number 4-3211
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service....Standard, Associated
Representative .....The Bolling Co.
Membership .....NARTB
Gen.-Sta.-Comm. Mgr.....A. K. Redmond
Sales Prom. Mgr.....Beatrice Potteiger
Program Director.....Dick Redmond
Publicity Dir.....John Price
Chief Engineer.....E. Daniel Leibensperger

WKBO
HARRISBURG—1922—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Keystone Bcstg. Corp.
Bus.-Studio Address.....31 N. Second St.
Phone Number 4-0191
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB, BAB
Station Executive.....Clair R. McCollough
Station Manager.....Henry M. Traugh
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Don Wear
Technical Director.....J. E. Mathiot

WHUN
HUNTINGDON—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Joseph F. Biddle Publ. Co.
Bus.-Studio Address.....400 Washington St.
Phone Number 1291
Newspaper Affiliation.....“Daily News”
News Service .....UP
Transcription Service.....SESAC, World
Representative .....Indie Sales
President.....John H. Biddle
General Manager.....William E. Germann
Progra Dir.....Darleen Frazer
Chief Engineer.....Ernest A. Craig

WDAD
INDIANA—1945—CBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By .....Indiana Broadcast Inc.
Address .....Indiana Theatre Bldg.
Phone Number 5-5511
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Representative .....McGillvra
Pres., Gen. Mgr. .....T. K. Cassel
Station Manager.....Winsor Brown
Comm. Mgr. .....Tony Rand
Chief Engineer.....Stanley Graziadio

WARD
JOHNSTOWN—1946—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Bcstg. Co., Inc.
Business-Studio Address.....Porch Bldg.
Phone Number 81-216
Transmitter Location.....Prospect Hill
Air Time .....6 a.m.-2 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB
President .....Paul Short
General Manager.....George D. Gartland
Station Manager.....Robert R. Nelson
Chief Engineer.....Millard C. Coleman

WCRO
JOHNSTOWN—1947—ABC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Century Bcstg. Corp.
Bus.-Studio Address.....Fort Stanwix Hotel
Phone Number 9-8583
Air Time.....6 a.m.-1 a.m.
News Service .....INS
Representative .....Radio Reps
President.....John J. Keel
General Manager.....Stewart W. Phillips
Sales Prom. Mgr.....Ray Lehman
Chief Engineer.....Arthur Vrooman

WJAC
JOHNSTOWN—1925—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Inc.
Bus.-Studio Address.....329 Main St.
Phone Number 4-1267
Newspaper Affiliation .....Tribune-Democrat
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Young
Membership .....NARTB
President.....W. W. Krebs

Station Manager.....John P. Foster
Comm. Mgr.....Park Claycomb
Publicity Director.....Edward T. Bunn
Chief Engineer.....Theodore E. Campbell

WACB

KITTANNING—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Armstrong County Bcstg. Corp.
Bus.-Studio Address.....325 Market St.
Phone Number 43-1381
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Rambeau
Membership .....NARTB, BAB
President .....J. B. Moore
General Manager.....Edward J. Hirshberg
Station Manager.....Clyde W. Cranmer
Commercial Manager.....Jack W. Stull
Program Dir.....Charles N. Moyer
Chief Engineer.....Joseph Pelletier

WGAL

LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Business-Studio Address.....8 W. King St.
Phone Number 5251
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB
President.....Clair R. McCollough
Station Manager.....Maynard W. Thomas
Nat. Sales Mgr.....J. Robert Gulick
Program Mgr.....Kenneth Kreider
Technical Director.....J. E. Mathiot

WLAN

LANCASTER—1946
ABC—QUAKER

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Peoples Bcstg. Co.
Bus.-Studio Address.....252 N. Queen St.
Phone Number 7261
Air Time.....6 a.m.-12:35 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Headley-Reed
Membership .....NARTB
Pres., Gen., Comm. Mgr...Frank H. Altdoerffer
Prom., Pub. Mgr.....John F. Rineman
Program Dir.....Ted Pollack
Chief Engineer.....Raomn T. Sherman

WLSH

LANSFORD—1952

Frequency: 1401 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Miners Bcstg. Service, Inc.
Address.....P. O. Box D
Phone Number 1440
News Service .....UP
Transcription Service .....Associated
President.....Joseph L. Maguire
Station Manager.....John W. Angst
Commercial Manager.....J. C. Lindvay
Chief Engineer.....Milton W. Seltzer

WAKU

LATROBE—1951

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Clearfield Bcstrs. Inc.
Address .....Depot St.
Phone Number 2348
Transcription Service.....Thesaurus, World
President.....W. K. Ulenick
General Manager.....W. J. Thomas
Chief Engineer.....Bernard Guidos

WLBR

LEBANON—1946

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address....8th & Cumberland Sts.
Phone Number 2-7651
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB
President.....H. Raymond Stadiem
General Manager.....Lester P. Etter
Station Manager.....Julian F. Skinnell
Comm. Mgr.....Philip J. Reilly
Prog. Dir.....Henry Homan
Chief Engineer.....M. Leonard Savage

WCMB

LEMOYNE—1948—MBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Rossmoyne Corp.
Bus.-Studio Address....Lemoyne Theater Bldg.
Phone Number.....Harrisburg 4-3005
Air Time.....Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Donald Cooke
Membership .....NARTB
President.....Edgar T. Shepard, Jr.
Gen., Sta. Manager.....Ed K. Smith
Commercial Manager.....Rudy O. Marcoux
Sales Prom. Mgr.....Gilbert Brown
Program Director.....John Archer
Publicity Director.....Pete Wambach
Chief Engineer.....J. Howard Bair

WKVA

LEWISTOWN—1949—ABC

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Pa. Bcstg. Co.
Address.....7 N. Wayne St.
Phone Number 6771
Air Time .....Daylight
News Service .....UP
Transcription Service .....World
Representative .....Gill-Keefe-Perna
President .....Randall Leopold
Sta., Gen. Mgr. .....Robert L. Wilson
Comm. Mgr.....Don Raffensberger
Pgm. Dir.....Lynn Bloom
Publicity Director .....Read Gray
Sales Prom. Mgr.....Robert Hyle
Chief Engineer.....Robert Steltzer

WMRF

LEWISTOWN—1941—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lewistown Bcstg. Co.
Business-Studio Address....Monument Square
Phone Number 6757
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Burn-Smith
Membership .....NARTB
President.....J. S. Woods
Gen., Sta. Manager.....T. W. Metzger
Commercial Manager.....Ralph Parker
Prom., Pub. Director.....James Keyes
Chief Engineer.....Kenneth Callahan

WBPZ

LOCK HAVEN—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Lock Haven Bcstg. Corp.
Bus.-Studio Address.....132½ E. Main St.
Phone Number 4038
Air Time.....Full Time
News Service .....AP
Transcription Service.....Thesaurus, World
Representative.....Joseph Hershey McGillvra
Membership .....NARTB, BAB
President.....Donald C. Welch
General-Station Manager.....Harris Lipez
Comm., Prom. Mgr.....John Wynne
Prog., Publ. Director.....Dave King
Chief Engineer.....Kenneth C. Caum

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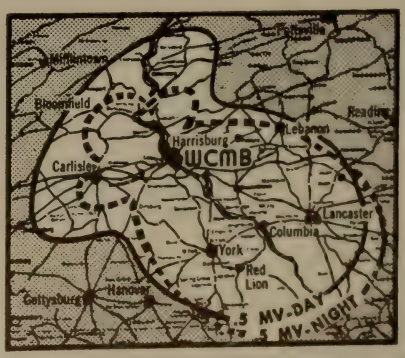
★ **BIG POWER,** 5000 Watts, 24 Hours Daily. Covers ALL the Harrisburg Market.

★ **BIG PROGRAMS,** Top Local Shows and News, Big League Sports and MBS Shows.

★ **BIG PROMOTION,** Permanent Window Displays, Theater Screens, Etc.

★ **BIG BUSINESS,** Sales Are Climbing Up and Up.



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WCAU

50,000 Watts

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Affiliate

Represented by CBS Radio Spot Sales

WCAU-TV

Channel 10

CBS-TV Network

Affiliate

Represented by CBS TV Spot Sales

THE PHILADELPHIA BULLETIN STATIONS

WEDO

McKEESPORT—1946

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address .....Box 810
Phone Number .....McKeesport 4-7167, Homestead 1-3113
Air Time.....Local sunrise-local sunset
News Service .....AP
Trans. Service .....Thesaurus
Pres., Gen. Mgr.....Edward J. Hirshberg
Sta. Mgr.....Robert E. Badger
Chief Engineer.....Wilkes E. Hurley

WMCK

McKEESPORT—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mon-Yough Bcstg. Co.
Business-Studio Address.....516 Market St.
Phone Number 8-8888
Air Time.....Full Time
News Service .....UP
Representative .....McGillvra
Transcription Service.....Lang-Worth, World
President .....Robert M. Cox
Gen., Comm. Mgr.....Gene Kline
Pgm. Dir.....Pat Haley
Station Manager.....Sam Vidnovic
Chief Engineer.....Charles White

WMGW

MEADVILLE—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By .Meadville Bdcstg. Serv., Inc.
Address .....1st National Bank Bldg.
Phone Number 46-723
Air Time .....6:30 a.m.-12 M.
News Service .....UP
Transcriptoin Service .....World
Membership .....NARTB, BAB
President .....H. C. Winslow
Gen., Sta. Manager.....Robert Trace
Commercial Manager.....Fran Richmond
Program Director.....Evelyn Anderson
Chief Engineer.....Jack Harvey

WBUD

MORRISVILLE—1947

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Morrisville Bcstg. Co.
Business Address.....108 N. Broad St.
Phone Number 4-7191
Air Time .....7 a.m.-12 M.
News Service .....AP
Transcription Service .....World
President.....Verna S. Hardin
General Manager .....Richard M. Hardin
Commercial Manager.....William Garry
Program Director.....William F. Hildenbrand
Promotion Manager.....Nan Rednor
Chief Engineer.....William A. Brewer

WHWL

NANTICOKE—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Anthracite, Inc.
Business-Studio Address.....38 E. Main St.
Phone Number.....Nanticoke 1332
News Service .....UP
Transcription Service .....Capitol
Representative .....Forjoe
President.....Henry W. Lark
General Manager.....Jones Evans

WKST

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....WKST, Inc.
Bus.-Studio Address.....Cathedral Bldg.
Phone Number 5501
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative ..... Meeker
President, General Mgr.....S. W. Townsend
Sta., Comm. Mgr.....A. W. Graham
Sales Prom. Mgr.....William Sommer
Program Dir.....Harry Reith
Publicity Dir.....Al Francis
Chief Engineer.....Donald Dout

WKPA

NEW KENSINGTON—1940

Frequency: 1150 Kc.....Power: 250 Watts d.
Owned-Oper. By....Allegheny-Kiski Bcstg. Co.
Business-Studio Address.....810 Fifth Ave.
Phone Number 3588
News Service .....UP
Transcription Serv...Lang-Worth, MacGregor, SESAC, M. M. Cole
Representative.....Continental Radio Sales
President .....C. R. Cooper
Gen. Mgr., Pgm. Dir.....E. J. Kroen
Commercial Manager.....Melvin Goldberg
Chief Engineer.....W. W. Neely

WNAR

NORRISTOWN—1946

Frequency: 1110 Kc.....Power: 500 Watts d.
Owned-Operated By...Norristown Bcstg. Co.
Bus.-Studio Address.....115 W. Main St.
Phone Number .....Norristown 8-7600
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....SESAC
Representative .....Walker
Membership .....NARTB
President.....Farris E. Rahall
Gen. Mgr.....Ogden R. Davies
Nat. Sales Mgr.....John M. Banzhoff
Loc. Sales Mgr.....Joseph A. Pace
Chief Engineer.....Julius Kosik

AIR TIME WITH AN ECHO

Throughout the important Philadelphia Retail Trading Area—the scene of American industry's greatest expansion in recent years—the WFIL stations give a power boost to your consumer impressions via the most complete promotion-merchandising plan in town.

Check the services offered—and weigh the important difference.

Air time with an ECHO can make your product the star of the stores.

The WFIL echo can be amplified to suit you best.

- Air Announcements
- Newspaper Advertising
- Direct Mail
- Transportation Cards
- Billboards
- Magazine Advertising
- Publicity Service

plus

- Actual Product Displays in 41 Food Fair Supermarkets
- Actual Product Displays in 167 A & P Stores
- Exclusive Merchandising Cooperation with more than 1800 Drug Stores represented by the Philadelphia Association of Retail Druggists and Affiliated Groups.

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WFIL
WFIL-TV
The Philadelphia Inquirer Stations

WKRZ

OIL CITY—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKRZ, Inc.
Business-Studio Address.....201 Fair Bldg.
Phone Number 4-1269
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr.....Kenneth E. Rennekamp
Sta., Comm. Mgr.....Catherine McLaughlin
Promotion Manager.....Olivia T. Rennekamp
Program Director.....Gilbert McQuiston
Chief Engineer.....Gene Robinson
Publicity Director.....Patrick Nuhfer

KYW

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Radio Stations, Inc.
Business-Studio Address.....1619 Walnut St.
Phone Number.....LOcust 4-3700
Air Time.....Full Time
News Service.....INS, UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
Membership .....BAB
President.....E. V. Higgins
General Manager.....Joe Baudino
Station Manager.....Franklin A. Tooke
Commercial Manager.....R. H. Teter
Prom. Mgr., Publ. Dir.....Paul I. Woodland
Program Director.....Gordon Davis
Chief Engineer.....I. N. Eney

WCAU

PHILADELPHIA—1923—CBS

Frequency: 1210 Kc.....Power: 50,000 Watts
Owned-Oper. By.....The Philadelphia Bulletin
Address.....City & Monument Ave.
Phone Number.....GReenwood 7-8300
Air Time ..... Unlimited
News Service.....AP, INS, UP
Transcription Service .....Lang-Worth
Representative.....CBS Radio Spot Sales
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....Donald W. Thornburgh
V.P., Asst. Gen. Mgr.....Jos. L. Tinney
Commercial Manager .....John S. DeRussy
V.P., Prog. Director.....Jos. T. Connolly
V.P., Prom. Dir.....Robert N. Pryor
V.P., Director of Engr.....John G. Leitch

(*See Page* 598)

WDAS

PHILADELPHIA—1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Max M. Leon, Inc.
Business-Studio Address.....223 Arch St.
Phone Number.....MArket 7-8484
News Service .....AP
Representative .....Forjoe
President .....Max M. Leon
Gen., Comm. Mgr.....Robert A. Klein
Program Director.....Fred H. Greene
Prom. Mgr.....Louis Palens
Publicity Dir.....M. Leonard Matt
Chief Engineer.....Frank W. Unterberger

WFIL

PHILADELPHIA—1922
ABC-QUAKER

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By...Philadelphia Inquirer Div. of Triangle Publications, Inc.
Business-Studio Address.....46th & Market
Phone Number.....EVergreen 2-4700
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative .....Katz
Membership .....NARTB, BAB
General Manager.....Roger W. Clipp
Operations Asst. to Gen. Mgr.
John D. Scheuer, Jr.
Comm. Mgr.....George A. Koehler
Promotion Mgr.....Joe Zimmermann
Program Dir.....Felix Meyer
Publicity Dir.....John J. Hyland
Chief Engineer.....Henry Rhea

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HAVE THE
BEST,
WHY BE
SATISFIED WITH
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more top National Advertisers
than ever before
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last year...

RESULTS!

MUTUAL BROADCASTING SYSTEM

WIP

PHILADELPHIA'S PIONEER VOICE

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5000 WATTS

National Representatives
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WIBG

PHILADELPHIA—1925

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Seaboard Radio Bcstg. Corp.
Business-Studio Address.....1425 Walnut St.
Phone Number.....Rittenhouse 6-2300
Air Time.....Full Time
News Service .....UP
Representative .....Radio Reps.
President.....Paul F. Harron
Vice-Pres. .....Joseph Lang
Gen.-Sta.-Comm. Mgr.....Edward D. Clery
Sales Prom., Publ. Dir.....Rupe Werling
Program Director.....Doug Arthur
Technical Director .....John H. Henninger
Chief Engineer .....George Hooper

WIP

PHILADELPHIA—1922—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pennsylvania Bcstg. Co.
Business-Studio Address.....35 S. 9th St.
Phone Number.....WAlnut 2-6800
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative .....Edward Petry
Membership .....BAB
Pres., Gen., Sta. Mgr.....Benedict Gimbel, Jr.
Dir. of Sales.....Ralph Brent
Loc. Sales Mgr.....Clyde Spitzner
Program Director.....Murray Arnold
Prom. Mgr., Pub. Dir.....Edward Wallis
Technical Director.....Clifford C. Harris

WTEL

PHILADELPHIA—1925

Frequency: 860 Kc.....Power: 250 Watts
Owned-Oper. By..Foulkrod Radio Engineering Co.
Business-Studio Address....4312 N. Broad St.
Phone Number.....GLadstone 5-1310
Pres., Pgm. Dir. .....E. Douglass Hibbs
Station Manager.....Henry N. Cocker
Chief Engineer.....John Field

WHAT

PHILADELPHIA—1929

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Oper. By....Independence Bcstg. Co.
Business-Studio Address.....1505 Walnut St.
Phone Number.....RIttenhouse 6-2058
Air Time .....7 a.m.-1:30 a.m.
News Service .....AP

WIBG

PHILADELPHIA

CARRIED MORE NATIONAL SPOT BUSINESS IN THE PAST YEAR THAN EVER BEFORE IN OUR HISTORY — AND WE STARTED BACK IN '25.

10,000 WATTS OF SPORTS, NEWS AND MUSIC

Pres., Gen., Comm. Mgr. ..William A. Banks
Prom., Sta. Mgr. .....Dolly Banks
Pgm., Pub. Dir.....Annette Oromaner
Chief Engineer.....Arnold Goldman

WJMJ

PHILADELHIA—1948

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Patrick J. Stanton
Business-Studio Address.....2043 Locust St.
Phone Number.....LOcust 4-2300
Air Time .....Daytime
News Service .....AP
Transcription Service .....SESAC
Representative .....McGillvra
Gen., Sta. Mgr.....Patrick J. Stanton
Comm., Prom. Manager.....Charles Stahl
Publicity Director.....Jo Oris
Prog. Dir.....Michael Deegan
Chief Engineer.....Alec Felton Iles

WPEN

PHILADELPHIA—1929

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....William Penn Bcstg. Co.
Business-Studio Address.....2212 Walnut St.
Phone Number.....LOcust 4-6000
Air Time.....24 hrs.
News Service.....AP, UP
Representative .....Gill-Keefe-Perna
Membership .....BAB
President .....William Sylk
Gen., Sta., Comm. Mgr.....William B. Caskey
Program Director.....Jules Rind
Prom. Mgr., Publicity Dir.....Sam Elber
Chief Engineer.....Charles W. Burtis

KDKA

PITTSBURGH—1920—NBC

Frequency: 1020 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Radio Stations, Inc.
Business-Studio Address.....Grant Bldg.
Phone Number.....Grant 1-4200
Air Time .....Unlimited
News Service.....AP, UP
Representative.....Free & Peters
Membership .....BAB
President.....E. V. Higgins
V.P., General Manager.....Joseph E. Baudino
Station Manager.....L. R. Rawlins
Commercial Manager .....George D. Tons
Promotion Manager.....David N. Lewis
Program Manager .....Robert E. White
Publicity Manager.....Lee Curran
Chief Engineer.....Theodore C. Kenney

KQV

PITTSBURGH—1919—MBS
CBS (As of June, 1953)

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Allegheny Bcstg. Corp.
Bus.-Studio Address.....800 Chamber of Commerce Bldg.
Phone Number.....Atlantic 1-9100
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Weed
President.....Earl F. Reed
Gen., Sta. Mgr.....J. F. Murray
Comm. Mgr.....Chris Salmon
Prom., Pub. Dir.....Owen Simon
Program Dir.....John Gibbs
Chief Engineer.....James J. Schultz

WCAE

PITTSBURGH—1922—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Bus.-Studio Address.....Carlton House
Phone Number.....Atlantic 1-6900
Air Time.....5:45 a.m.-1 a.m.
News Service .....INS
Representative .....Katz
Membership .....NARTB, BAB
Pres., General Manager.....Leonard Kapner
Sta. Mgr., Prog. Dir.....R. Clifton Daniel
Commercial Manager.....Carl M. Dozer
Prom. Mgr., Pub. Dir.....Edward Brown
Chief Engineer.....James Greenwood

WJAS

PITTSBURGH—1921—CBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pittsburgh Radio Supply House, Inc.
Bus.-Studio Address.....411 Seventh Ave.
Phone Number.....Grant 1-4860
Air Time.....6 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Hollingbery
Pres., Gen. Mgr.....H. K. Brennen
Comm.-Sales Prom. Mgr.....John H. Buchheit
Program Director.....James M. Hughes
Publicity Director .....Cal T. Mara
Chief Engineer.....Walter W. McCoy

WPGH

PITTSBURGH—1947

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pittsburgh Bcstg. Co.
Bus.-Studio Address.....220 N. Highland Ave.
Phone Number .....EMerson 1-5000
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
President .....George M. Harton
Station Manager.....Christian Kenfield
Commercial Manager.....Howard Lazarus
Chief Engineer.....Ralph L. Ketterer

WPIT

PITTSBURGH—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WPIT, Inc.
Bus.-Studio Address.....211 Smithfield St.
Phone Number.....ATlantic 1-1900
Air Time .....Sunrise-sunset
News Service .....UP
Representative ..... Forjoe
President.....John J. Laux
V.P., Gen., Sta., Comm. Mgr.....Don Ioset
Chief Engineer.....Mike Komichak

WWSW

PITTSBURGH—1931

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By .....WWSW, Inc.
Bus.-Studio Address.....Sheraton Hotel
Phone Number.....GRant 1-5200
Air Time.....Full Time
News Service .....UP
Representative .....John Blair
Membership .....NARTB
President, Gen. Manager.....O. M. Schloss
Station Manager.....Ben W. Muros
Prom. Mgr., Publ. Dir.....Harold J. Goldstein
Chief Engineer.....Henry R. Kaiser

WPAZ

POTTSTOWN—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pottstown Bcstg. Co.
Address.....247 High St.
Phone Number 5000
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Rambeau
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Herbert Scott
Commercial Manager.....Clifford M. Chafey
Sales Prom. Mgr.....David M. Platt
Publicity Dir.....Lynn George
Chief Engineer.....Ralph E. P. Mellon

WPAM

POTTSVILLE—1947—MBS
QUAKER

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Miners Bcstg. Serv., Inc.
Bus.-Studio Address.....106 S. Centre St.
Phone Number.....Pottsville 5050
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....Everett-McKinney
President.....Joseph L. Maguire
General Mgr.....Louis H. Murray
Comm. Mgr.....Frank L. Tamulonis
Promotion Mgr.....John C. Gallagher
Program Dir.....Lou Murray
Chief Engineer .....Milton Seltzer

WPPA

POTTSVILLE—1946

Frequency: 1360 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Pottsville Bcstg. Co.
Bus.-Studio Address.....8 So. Second St.
Phone Number.....Pottsville 1744
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Owner, Gen. Mgr. .....A. V. Tidmore
Commercial Manager.....Ralph L. Price, Jr.
Program Director.....Edward Romance
Chief Engineer.....A. V. Tidmore

WEEU

READING—1932
ABC—QUAKER

Frequency: 850 Kc.....Power: 1000 Watts
Owned By.....Reading Eagle Co.
Business-Studio Address.....431 Penn St.
Phone Number 6-7335
Air Time.....6:15 a.m.-12 M.
Newspaper Affiliation....."Eagle Times"
News Service .....UP
Transcription Service .....Associated
Representative .....Headley-Reed
Membership .....NARTB, BAB
President .....Hawley Quier
Gen., Sta. Mgr. .....Thomas Martin
Comm., Prom. Manager.....K. Richard Creitz
Prog., Pub. Dir.....George Carroll
Chief Engineer.....David J. Miller, Jr.

WHUM

READING—1946—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
Phone Number.....Reading 4-4805
Air Time .....6 a.m.-12 M.
News Service .....AP
Representative .....H-R Reps.
Membership .....BAB
Pres., Gen., Sta. Mgr.....Humboldt J. Greig
Vice-President.....Richard G. Fichthorn
Sales Mgr.....Dick Paisley
Prom. Mgr.....Art Heim
Program Director .....Alan Lane
Chief Engineer.....Joseph McCormack
Consulting Engineer .....A. Earl Cullum, Jr.

WRAW

READING—1922—NBC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Reading Bcstg. Co., Inc.
Business-Studio Address.....19 N. Fifth St.
Phone Number.....Reading 7173
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP

Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB
Station Executive.....Clair R. McCollough
Station Manager.....Frank J. Voss
Natl. Sales Mgr.....J. Robert Gulick
Progra Director.....Ben Vernon
Technical Director.....J. E. Mathiot

WGCB
RED LION—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Rev. John M. Norris
Phone Number 3-3471
Transcription Service .....SESAC
News Service .....UP
Representative .....Kennedy
Membership .....NARTB
President.....Rev. John M. Norris
General Manager.....John H. Norris
Station Manager.....Vincent A. Freeman
Program Director.....Stanley D. Deppen
Chief Engineer.....Gary Russel

WKBI
ST. MARYS—1950—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elk Cameron Bcstg. Co.
Address.....41 Erie Ave.
Phone Number 2321
Transcription Service .....Standard
News Service .....AP
Membership .....NARTB, BAB
General Manager.....C. H. Simpson
Commercial Manager.....R. H. Knouse
Program Director.....John A. Fay
Promotion Manager.....Vesta B. Smith
Chief Engineer.....Kenneth H. Bowers
Publicity Director.....Herbie Martin

WATS
SAYRE—1950—KBS

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Susquehanna Val. Bcstg. Co.
Address.....110 N. Elmer Ave.
Phone Number.....TUrner 2-2401
Transcription Service.....Thesaurus, World
Representative .....Indie Sales
News Service .....UP
Owner.....T. K. Cassel
General Manager.....Shaun F. Murphy
Commercial Mgr.....Walter D. Knowles
Program Director.....Gene Edwards
Chief Engineer.....Benjamin A. Franklin

WARM
SCRANTON—1940—ABC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By .....Union Bdcst. Co.
Address .....Bowman Bldg.
Phone Number 4-1148
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Representative .....Hollingbery Co.
Transcription Service .....Thesaurus
President .....Martin F. Memolo
Gen., Sta. Manager.....William M. Dawson
Sales Prom. Mgr., Pub. Dir. .....Mary Lynott
Program Director .....Joseph H. Salsburg
Chief Engineer.....Roswell J. Parker

WGBI
SCRANTON—1925—CBS

Frequency: 910 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Scranton Bcstrs., Inc.
Business-Studio Address..1000 Wyoming Ave.
Phone Number 2-0296
Air Time .....6 a.m.-1:05 a.m.
News Service .....AP
Transcription Service .....World
Representative .....John Blair
Membership .....NARTB
President.....Mrs. M. E. Megargee
Vice-President.....Mrs. Douglas Holcomb
Gen., Comm., Sales Prom. Mgr.
George D. Coleman
Station Manager.....Robert E. McDowell
Program Director.....Frank Monaghan
Chief Engineer.....Kenneth R. Cooke

WQAN
SCRANTON—1923

Frequency: 630 Kc. .....Power: 500 Watts d.
Owned-Oper. By .....The Scranton Times
Address Trans. Loca. .....149 Penn Ave.
Phone Number 5151
Air Time .....Sunrise-Sunset
News Service .....UP, AP
Transcription Service .....Standard
Representative .....The Bolling Co.
Membership .....NARTB, BAB
Gen., Sta., Prom. Mgr.....Cecil Woodland
Comm. Mgr.....Frank McCaffery
Program Director .....Robert R. Flanagan
Publicity Dir.....William Pierce
Chief Engineer.....Gino Ricciardelli

WSCR
SCRANTON—1947—NBC

Frequency: 1320 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By..Lackawanna Valley Bcstg. Co.
Business-Studio Address....116 Adams Ave.
Phone Number 7-3388
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Pres., Gen., Comm. Mgr....David M. Baltimore
Prom. Mgr., Prog., Publ. Dir.....Barry Sherman
Chief Engineer.....Willard Shimski

WISL
SHAMOKIN—1948—MBS
QUAKER

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Anthracite, Inc.
Bus.-Studio Address.....Rock & Sunbury Sts.
Phone Number 8-6831
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
Membership .....NARTB
President.....Henry W. Lark
General Manager.....Charles R. Petrie
Comm. Mgr.. .....Stanley Binkowski
Program Director.....Dick Owen
Publicity Dir.....Kenne Barber
Chief Engineer.....Ray Williord

WPIC
SHARON—1938

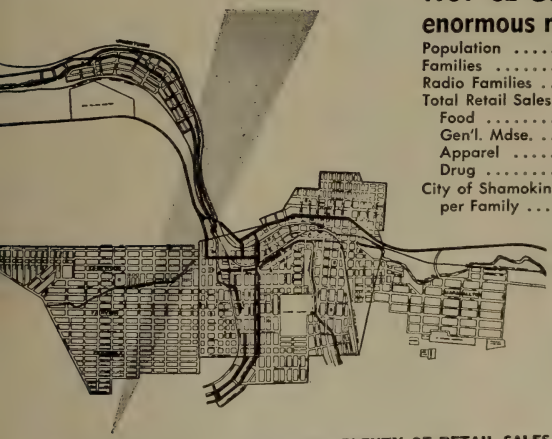
Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sharon Herald Bcstg. Co.
Business Address.....P. O. Box 541
Phone Number 4113
News Service .....UP
Transcription Service.....Associated, World
Representative.....Adam J. Young, Jr.
Pres., Gen. Mgr.....John Fahnline, Jr.
Program Director.....Marc McCulloch
Publicity Director.....Evelyn L. Keller
Chief Engineer.....A. C. Heck

WVSC
SOMERSET—1951—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By.....Somerset Bcstg. Co.
Address.....P. O. Box 231
Phone Number 4186
News Service .....UP
Transcription Service .....Standard
Representative .....Indie Sales
Membership .....NARTB, BAB
Gen., Comm. Mgr.....T. H. Oppegard
Station Mgr.....Carl R. Lee
Program Director.....Ernest E. Mark
Chief Engr., Sta. Mgr.....Carl R. Lee

WMAJ
STATE COLLEGE—1945—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Centre Bcstrs., Inc.
Bus.-Studio Address.....P. O. Box 888
News Service .....AP
Transcription Service .....World
Co-Owner.....R. J. Kennard
Co-Owner.....W. K. Ulerich
Commercial Manager..... Miriam Krebs
Program Director.....W. J. Morris
Chief Engineer.....Douglas Beman



1951-'52 Consumer Markets Estimates of WISL's enormous market:

Population	259,800
Families	75,900
Radio Families	71,540
Total Retail Sales	$161,194,000
Food	42,984,000
Gen'l. Mdse.	15,628,000
Apparel	12,611,000
Drug	4,085,000
City of Shamokin Retail Sales per Family	$4,963

Active Industries in Shamokin and Vicinity:

sheet metal products.....brewing
meat packing.....drug products
paper products.....hosiery mills
dress and shirt factories....cellulose
silk and cloth weaving..railroad shops
mining...drugs...building materials
dyeing and processing.....furniture

ONE STREET in SHAMOKIN, PENNSYLVANIA divides almost 40,000 PEOPLE in TWO political sub-divisions

The growth shown by SRDS statistics in the WISL area of Pennsylvania —(Where WISL dominates) is due to new or expanding industrial activity by such firms as Merck & Co., (drugs); Cluett-Peabody Co., (Arrow shirts); Westinghouse, (Radio & TV); Empire State Chair Co (furniture); Sunbury Wire Rope Manufacturing Co.; Shamokin Woolens; Pur-O-later, to name a few.

The eastern quarter of WISL's coverage is mainly anthracite mining, while the north, south, and west quarters cover widely diversified industry and rich farming territories.

The industrialization of this area is due to the favorable conditions found here—good industrial sites, ample power (electricity, coal, gas)—unlimited good water, available labor, fine shipping facilities, recreational and cultural opportunities and community cooperation.

Be sure your distribution and sales grow with the area. Cover this entire territory through WISL—The Station That Produces results.

THERE ARE PLENTY OF RETAIL SALES TO BE MADE IN

SHAMOKIN, PENNSYLVANIA

. . . AND 4 RICH PENNSYLVANIA COUNTIES★ WITHIN WISL'S PRIMARY COVERAGE AREA.

REPRESENTED BY: FORJOE & CO.

A QUALITY STATION IN A QUALITY MARKET
SHAMOKIN, Pennsylvania
A MUTUAL OUTLET FOR 1000 WATTS
A MILLION RETAIL TRADE INCREASE
SHOWN IN WISL PRIMARY AREA

WISL

WVPO

STROUDSBURG—1948

Frequency: 840 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pocono Bcstg., Inc.
Business-Studio Address.....578 Main St.
Phone Number.....Stroudsburg 1102
Newspaper Affiliation.....''Daily Record''
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Associated
Representative .....Radio Reps.
President.....James H. Ottaway
General Manager.....Merle C. Ostrom
Comm. Mgr.....Chester S. Miller
Station Manager.....Elton Hall
Managing Director.....Francis H. Brinkley
Program Director.....Joseph Webster
Chief Engineer.....Ernest Transue

WKOK

SUNBURY—1933—ABC QUAKER

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter.....1150 N. Front St.
Phone Number.....Sunbury 1325-6
News Service .....AP
Membership .....NARTB
President.....Harry H. Haddon
Gen., Sta. Manager.....Homer R. Smith
Commercial Manager.....C. Donald Walther
Program Director .....Michael J. Kane
Prom., Pub. Director.....Nelson Futch
Chief Engineer.....John W. Keller

WMBS

UNIONTOWN—1937 CBS—QUAKER

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By .....Fayette Bdcstg. Corp.
Address .....F. T. & T. Bldg.
Phone Number 8-3900, 8-3909
Air Time .....7 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....SESAC
Representative .....Meeker Asso., Inc.
Pres., Gen. Mgr. .....J. C. Burwell
Sta., Comm. Mgr. .....H. C. Burwell
Sales Promotion Manager .....Ed Hamlyn
Program Dir.....C. H. Underwood
Publicity Dir.....James Gismondi
Chief Engineer.....William Henzly

WNAE

WARREN—1946—QUAKER

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Oper. By ....N. Allegheny Bdcstg. Co.
Address .....Warren
Phone Number 3033
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
Pres., Gen. Mgr.....David Potter
Commercial Manager.....James W. Potter
Program Director.....Leroy Schneck
Chief Engineer .....Homer M. Haines

WJPA

WASHINGTON—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Washington Bcstg. Co.
Bus. Address.....George Washington Hotel
Phone Number 4870
News Service .....UP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
President.....William S. Yard
Gen., Prom. Manager.....John L. Merdian
Commercial Mgr.....Peter Stanton
Managing Director.....A. Boyd Siegel
Program Director.....Richard C. Stephens, Jr.
Publicity Director.....James Saxon
Chief Engineer.....Chris E. Langhurst

WBAX

WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John H. Stenger, Jr.
Business-Studio Address.....85 W. Union St.
Phone Number 3-0196
Air Time.....6:45 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....Burn-Smith
President.....John H. Stenger, Jr.
General Manager.....John H. Stenger, III
Program Director.....Ed Kuzma
Chief Engineer.....John H. Stenger, Jr.
Asst. Chief Engr. .....Milan J. Krupa

WBRE

WILKES-BARRE—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Louis G. Baltimore
Bus.-Studio Address.....62 S. Franklin St.
Phone Number 3-3101
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Louis G. Balitmore
Station Mgr.....David M. Baltimore
Commercial Mgr.....A. C. Baltimore
Program Director.....Franklin D. Coslett
Chief Engineer.....Charles Sakoski, Sr.

WILK

WILKES-BARRE—1946
ABC-QUAKER

Frequency: 980 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Bus.-Studio Address.....88 No. Franklin St.
Phone Number 4-4666
Air Time.....Full Time
News Service .....AP
Transcription Service..Lang-Worth, Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....Dr. I. C. Morgan
Exec. V.P., Gen. Mgr.....Roy E. Morgan
Station Mgr.....Thomas P. Shelburne
Commercial Manager.....Jerry Butler
Program Director.....Hal Berg
Promotion Manager.....Malcolm Dale
Chief Engineer.....Theodore French
Publicity Director.....Dorothy Albee

WLYC

WILLIAMSPORT—1951

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....Lycoming Bcstg. Co.
Address.....331 Pine St.
Phone Number 24676
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Donald Cooke, Inc.
Gen., Sta. Mgr.....James H. Fitzpatrick
Commercial Manager.....Royal Worth
Program Director.....Morris F. Doty
Promotion Manager.....George R. Long
Publicity Director.....Curt E. Beyer

WRAK

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WRAK, Inc.
Address .....244 West 4th St.
Phone Number 2-6116
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Everett McKinney
Membership .....NARTB, BAB
Pres., Gen. Mgr.....George E. Joy
Comm. Mgr.....J. Wright Mackey
Pgm. Mgr.....Leon E. Kelly
Promotion Manager.....Everett W. Rubendall
Chief Engineer.....Glen L. Sherman

IN NORTH CENTRAL PENNA.

The right combination for a REAL selling campaign in the Williamsport market.

NATIONAL REPRESENTATIVE
EVERETT-McKINNEY, INC.
NEW YORK · CHICAGO
LOS ANGELES

Since 1930, The Pioneer Broadcasters in Williamsport

* * *

COVERAGE

5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River-New Bedford, Mass., marketing area with a signal greater than 2 mv.

* * *

AUDIENCE

An active audience, loyal to a BALANCED schedule of TOP-RATED CBS and local programs —programs designed for PRIMARY listening attention. Important because—listeners who really LISTEN, are buyers who really BUY!

* * *

more New Englanders listen to WPRO than any other Rhode Island station.

to reach the most buyers,

BUY BASIC.. CBS .. **WPRO** AM & FM

PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

WWPA
WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Williamsport Radio Bcstg. Assoc., Inc.
Address.....330 Government Pl.
Phone Number 7119
Air Time .....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB, BAB
President.....Harry J. W. Kiessling
Gen., Sta. Manager.....Woodrow W. Ott
Program Director.....Louis C. Cate
Sales Prom. Mgr.....Phil Lane
Publicity Dir.....John B. Willman
Chief Engineer.....Carl Steinbacher

WNOW
YORK—1948—KBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Helm Coal Co.
Business-Studio Address.....25 S. Duke St.
Phone Number.....8-2911, 8-2952
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service .....Associated
Representative.....Robert S. Keller, Inc.
Membership .....NARTB, BAB
General Manager .....Lowell W. Williams
Commercial Manager .....John O. Border
Program Director.....H. E. Daugherty
Sales Promotion Manager.....Edwin L. Jay
Chief Engineer.....Willis N. Weaver
Publicity Director.....J. Edward Schwalm

WORK
YORK—1932—NBC-MBS

Frequency: 1350 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By.....York Bcstg. Co.
Business-Studio Address.....13 S. Beaver St.
Phone Number 8629
News Service .....UP
Transcripiton Service .....Thesaurus
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Clare I. Miller
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Glenn M. Brillhart
Technical Director.....J. E. Mathiot

WSBA
YORK—1942—ABC—QUAKER

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By ..Susquehanna Bdctsg. Co.
Address.....53 N. Duke St.
Phone Number .....82676 - 81308
Air Time.....5:55 a.m.-12:30 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Radio Reps. Inc.
Membership .....NARTB, BAB
President .....Louis J. Appell
General Manager .....Walter J. Rothensies
Comm., Sales Prom. Mgr. ....Philip K. Eberly
Program Director.....Fred Shaffer
Chief Engineer.....Llewellyn Jones

RHODE ISLAND

Pop. April 1, 1953 (Est.) 833,000—Total Housing Units 246,000
Families April 1, 1953 (Est.) 222,000—Stations in State 11

WRJM
NEWPORT—1948—KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Aquidneck Bcstg. Corp.
Business-Studio Address....217 Reservoir Rd.
Phone Number 4673
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative .....Deveny & Co.
President .....Columbus O'Donnell
V.P., Gen., Comm. Mgr.....Wallace A. Walker
Chief Engineer.....Jos. Britto

WPAW
PAWTUCKET—1949—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Roger Williams Bcstg. Co.
Address.....34 N. Union St.
Phone Number 5-9000
Transcription Service .....MacGregor
News Service .....UP
President .....Dominick Hysko
Gen., Comm. Mgr.....Allen Jones
Program Director.....Charles Stevens
Chief Engineer.....John Costa

WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address.....Crown Hotel
Phone Number.....Temple 1-0800
Air Time.....Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....H-R Reps.
President .....William O'Neil
Gen., Sta. Mgr.....Mowry Lowe
Program Director.....Nancy Hogan
Publicity Director.....John Regan
Chief Engineer.....Harry Tilley

WHIM

PROVINCE—1947

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Intercity Bcstg. Co.
Business-Studio Address.144 Westminister St.
Phone Number .....Union 1-4211
Air Time.....6 a.m.-6 p.m.
News Service .....AP
Representative .....Headley-Reed
President, Gen.-Sta. Mgr.....Robert T. Engles
Program Director.....C. George Taylor
Chief Engineer.....Carroll Philbrook

WICE

PROVIDENCE—1947

Frequency: 1290 Kc. ...Power: 500 Watts d.
Owned-Oper. By ....Narragansett Bay B. Co.
Address.....1111 N. Main St.
Phone Number .....Jackson 1-6565
Air Time .....Sunrise-Sunset
News Service .....UP
Representative .....Rambeau
President.....Louis A. R. Pieri
Gen., Sta. Mgr.....Sumner Pearl
Sales Prom., Comm. Mgr.....James Keough
Publicity Director.....George Patrick Duffy
Chief Engineer.....Oliver R. Adams

WJAR

PROVIDENCE—1922—NBC

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Phone Number .....Gaspee 1-8521
Air Time.....Full Time
Transcription Service .....World
News Service .....AP
Representative .....Weed, Bannan
Membership .....NARTB
Vice Pres., Treas.....George O. Griffith
General Mgr.....John J. Boyle
Sales, Program Director.....Sothern Abbott
Chief Engineer.....Thomas C. J. Prior

WPJB

PROVIDENCE—1941—ABC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned.....Providence Journal Co.
Address.....75 Fountain St.
Phone Number.....Dexter 1-0600
Air Time.....6 a.m.-M.
News Service.....AP, UP
Newspaper Affiliation.....The Journal Co.
Transcription Service .....World
Station Representative.....Taylor, Borgatti
Membership .....NARTB
President.....George P. Metcalf
General Manager.....H. William Koster
Sales Promotion Manager...Arthur E. Lathrop
Program Director.....Harmon H. Hyde
Chief Engineer.....George W. Sharpe

WPRO

PROVIDENCE—1924—CBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Cherry & Webb Bcstg. Co.
Bus-Stud. Add. ..24 Mason St., WPRO Bldg.
Phone Number.....Plantations 1-9776
Air Time.....Full Time
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
Membership .....NARTB
President.....William S. Cherry, Jr.
General-Comm Mgr.....Arnold F. Schoen, Jr.
Program Director.....John A. Owen
Chief Engineer.....John V. Ferri

(*See Page* 610)

WRIB

PROVIDENCE—1947

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. I. Bcstg. Co.
Bus.-Studio Address.....Narragansett Hotel
Phone Number.....Union 1-4512
Air Time.....Sunrise-local sunset
News Service .....UP
Transcription Service .....Associated
Representative .....Forjoe
President .....Frank Rao
General Manager.....Nicholas Ruggieri
Program Director.....Don Rogers
Chief Engineer.....Fred Weiss

WERI

WESTERLY—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned Oper. By .....Radio Westerly, Inc.
Address.....34 Main St.
Phone Number 2263
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth,

Representative .....Walker, Bannon
President .....Richard G. Moore
Gen., Sta., Comm. Mgr..Warren M. Greenwood
Prog., Publ. Director.....Brud Warren
Promotion Manager.....Vin Collie

WWON

WOONSOCKET—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Woonsocket Bcstg. Co.
Business-Studio Address.....99 Main St.
Phone Number 1240
News Service .....AP
Transcription Service .....World
President.....Mrs. Andrew P. Palmer
General Manager.....Mitchell F. Stanley
Chief Engineer.....Harold Belknap

SOUTH CAROLINA

Pop. April 1, 1953 (Est.) 2,213,000—Total Housing Units 562,000
Families April 1, 1953 (Est.) 525,000—Stations in State 46

WAKN

AIKEN—1952

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By Aiken Electronics Adv. Corp.
Address.....Old Augusta Hway.
Phone Number.....Graniteville 187
News Service .....AP
Transcription Service.....World, Capitol
Membership .....NARTB
President.....B. T. Whitmire
General Manager.....John Mare
Vice-Pres.....J. P. Williamson
Sta. Mgr., Prog. Dir.....Randy Davidson
Chief Engineer.....J. C. Atkinson

WAIM

ANDERSON—1935—CBS
PALMETTO NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton E. Hall
Address-Trans. Loca. .....1 Martin St.
Phone Number 3800-1-2
Air Time.....Full Time
News Service .....INS
Newspaper Affiliation....Independent, Daily Mail
Transcription Service.....World, Lang-Worth
Representative ...Burn-Smith, Dora—Clayton
President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Prom., Comm. Mgr.....G. P. Browne
Sales Prom. Mgr.....V. Barath
Program Director .....Ray Barath
Chief Engineer.....John Willis

WANS

ANDERSON—1949—MBS-KBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....Carolina Bcstrs.
Address .....Box 211
Phone Number 3262
Transcription Service .....Standard
Representative .....Devney, Ayers
Membership .....NARTB
News Service .....UP
President.....C. B. Johnson
General Manager.....R. E. Liverance
Comercial Manager.....Robert S. Fant
Sales Promotion Manager .....Robert Fant
Program Director.....Carroll Lee
Chief Engineer .....Alfred W. Pratt

WBSC

BENNETTSVILLE—1947—MBS

Frequency: 1550 Kc...Power: 10,000 Watts d.; 5,000 Watts n.
Owned-Oper. By.....Bennettsville Bcstg. Co.
Business-Studio Address .....Box 639
Phone Number 1080
Air Time.....Full Time
News Service .....AP
Representative.....Joseph Hershey McGillvra
President .....John W. Orvin
Gen., Comm. Mgr.....Malcolm A. Young
Prog., Publ. Director.....Neil Terrell
Chief Engineer.....John Gronert

WACA

CAMDEN—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Camden Bcstg. Co.
Address .....Camden
Phone Number 80
News Service .....UP
Transcription Service .....World
President.....Haygood S. Bowden
General Manager.....Tom Richards
Commercial Manager.....Chuck Ballard
Chief Engineer.....Joe Toher

WCSC

CHARLESTON—1930—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By .....WCSC, Inc.
Address .....Francis Marion Hotel
Air Time.....Full Time
News Service .....UP
Transcription Service .....World

Representative .....Free & Peters
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....John M. Rivers
Commercial Manager .....Roland Weeks
Program Director.....Russell Long
Publicity Director .....Alma D. Davis
Chief Engineer.....Wilbur Albee

WHAN

CHARLESTON—1945—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Charleston Bcstg. Co.
Business Address.....152 Market St.
Phone Number 3-1643
News Service .....UP
Transcription Service .....Capitol
Representative .....Burn-Smith
General Manager.....E. H. Keown
Commercial Manager.....G. R. Connor
Chief Engineer.....William P. Birchfield

WPAL

CHARLESTON—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Palmetto Bdcstrs., Inc.
Business-Studio Address....149 Wentworth St.
Phone Number 3-6428-9
Representative .....Forjoe, Dora-Clayton
Membership .....NARTB
President.....George G. Weiss
General Manager.....Laurens Moore
Sta., Comm. Mgr.....Bob Chrystie
Sales Prom. Mgr.....Walt Hanna
Program Director.....Louise Withrock
Publicity Director.....R. Schwartz
Chief Engineer.....A. H. Messer

WTMA

CHARLESTON—1939—NBC

Frequency: 1250 Kc...Power: 5000 d.: 1000 n.
Owned-Oper. By.....Atlantic Coast Bcstg. Co.
Business Address .....133 Church St.
Phone Number 2-2981
Air Time.....Full Time
News Service .....AP
News Affil.....Evening Post, News & Courier
Transcription Service .....Associated
Representative .....John Blair
Membership .....NARTB
President .....Edward Manigault
Gen., Sta. Mgr. .....Douglas M. Bradham
Comm. Mgr. .....Grange S. Cuthbert, Jr.
Program Director.....Newton S. Smyth
Chief Engineer .....Gordon Knight

WUSN

CHARLESTON—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Bcstg. Co.
Address .....Box 154
Phone Number 2-2652
News Service .....UP
Air Time .....6 a.m.-M.
Representative .....Radio Reps.
Pres., Gen., Sta., Comm. Mgr.
J. Drayton Hastie
Promotion Manager .....Ben Hutto
Program Director.....Henry Hoppe
Publicity Director.....Clayton Schutt
Chief Engineer.....Walter Nelson

WGCD

CHESTER—1948—MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By .....Craig Bdcstg. Co.
Address.....138 Main St., Press-Radio Bldg.
Phone Number .....1171 & LD995
Air Time .....6 a.m.-11:30 p.m.
News Service .....AP
President .....A. B. Craig
General Mgr. .....M. J. Craig
Com. Mgr., Pgm. Dir.....Arthur Cornwall
Promotion Director.....James Kennedy

WCOS

COLUMBIA—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Columbia
Address.....Cornel Arms Bldg.
Phone Number 2-2177
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Charles W. Pittman
Commercial Manager .....Law Epps
Program Director.....Stewart Spencer
Chief Engineer .....Robert D. Lambert, Jr.

WIS

COLUMBIA—1930—NBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By .....Bcstg. Co. of the South
Business-Studio Address .....1111 Bull St.
Phone Number 3-6431
Air Time.....Full Time
News Service .....AP
Transcription Service.....SESAC, Thesaurus
Representative.....Free & Peters
Membership .....NARTB, BAB
President .....B. Calhoun Hipp
General Manager.....G. Richard Shafto
Station Manager .....J. Dudley Saumenig
Local Sales Mgr. .....W. Miller Montgomery
Program Director.....Frank Harden
Chief Engineer.....Herbert G. Eidson, Jr.

WMSC

COLUMBIA—1945—CBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Marseco Bcstg. Corp.
Business-Studio Address.....1127 Lady St.
Phone Number 2-8659
News Service .....UP
Transcription Service..Lang-Worth, Associated
Representative .....H-R Representatives
Membership .....NARTB, BAB
Pres., Gen., Sta., Comm. Mgr. .....
C. Wallace Martin
Publicity Director.....Don Clark
Program Director.....Grenville Seibels
Chief Engineer.....John C. Cosby

WNOK

COLUMBIA—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Palmetto Radio Corp.
Address.....1811 Main St., Box 5307
Phone Number 39401
News Service .....AP
Representative .....Raymer
Membership .....NARTB, BAB
General Manager.....H. Moody McElveen
Sales Prom. Mgr.....Pat Conder
Commercial Manager .....W. C. Bochman
Program Director.....David Campbell
Publicity Director.....Roy O. Darby
Chief Engineer .....Don Willoughby

WLAT

CONWAY—1945—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Coastal Bcstg. Co.
Business-Studio Address.....P. O. Box 497
Phone Number 340
Representative.....Joseph Hershey McGillvra

WDSC

DILLON—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Border Bcstg. Co., Inc.
Address .....Box 231
Phone Number 470-1
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
Pres., Gen. Sta. Mgr.....Joseph Martin
Commercial Manager ...Adelaide C. Monroe
Sales Prom. Mgr.....Lee Lumpkin
Program Director.....J. E. Murff, Jr.
Publicity Director.....Ella Rauch
Chief Engineer.....Ray Allen

WELP

EASLEY—1951—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.Pickens County Bcstg. Co.
Address .....Box 522
Phone Number 9388
Transcription Service .....Capitol
News Service .....AP
Representative .....Indie Sales
Membership .....BAB
President.....J. Lake Williams
General Manager.....Robert O. Moran
Commercial Manager.....Cleatus Brazzell
Chief Engineer.....H. O. McDonald, Jr.

WJMX

FLORENCE—1947—ABC

Frequency: 970 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
Business Address.....P. O. Box 1211
Phone Number 6351
Air Time .....Full Time
News Service .....UP
Transcription Service.....World, Thesaurus
Representative ..... Walker
President.....Eugene E. Stone
Gen., Sta. Mgr.....Paul H. Benson, Jr.
Chief Engineer.....Frank Jenne

WOLS

FLORENCE—1937—KBS

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Oper. By.....Florence Bcstg. Co., Inc.
Business-Studio Address ..151 S. Dargan St.
Phone Number 3271-2
Air Time.....Full Time
News Service .....UP
Transcription Service .....SESAC
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
Pres., Gen. Mgr.....Melvin Purvis
Station Manager.....A. P. Skinner
Commercial Manager.....Dick Jones
Chief Engineer.....W. A. Pritchett

WFGN

GAFFNEY—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By ....Cherokee Radio Co., Inc.
Address .....P. O. Box 759
Phone Number 4795-6
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
President .....A. Ray Godshall
Gen., Sta. Mgr.....Morton E. Green
Comm., Prom. Manager.....Mrs. E. Stacy
Program Director.....V. Gertz
Publicity Director.....J. Hambright
Chief Engineer.....J. E. Parker

Your Best Buy (as always) in South Carolina's Leading Market is **WFBC** Greenville . . .

Here's NEW* proof

WFBC **With a daytime audience of 122,520 homes Leads**

Station "B" by 70%
Station "C" by 111%
Station "D" by 319%
Station "E" by 503%

WFBC **. . . And with a nighttime audience of 86,670 homes Leads**

Station "B" by 79%
Station "C" by 230%
(Stations "D" and "E" do not broadcast at night)

WFBC **In audience growth from 1949 to 1952 Is Up**

In Daytime 26.4%
In Nighttime 24.2%

Full NBC Service For the Greenville, Spartanburg and Anderson Markets

* New data given here is from the 1952 nation-wide Survey by A. C. Nielsen Co. Figures for 1949 were from BMB. Detailed information will be given gladly on request.

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION

Represented Nationally by AVERY-KNODEL, INC.

WGTN

GEORGETOWN—1949—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Georgetown Bcstg. Co.
Address, Trans. Loc.....216 Fraser St.
Phone Number 3-3421
Pres., Gen. Manager.....J. B. Delzell
Commercial Manager.....Al Webster
Chief Engineer.....A. O. Nix

WAKE

GREENVILLE—CBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Piedmont Bcstg. Co., Inc.
Address.....400 Mayberry St.
Phone Number 5-7406
Air Time.....Full Time
News Service .....INS
Transcription Service .....Associated
Representative .....Pearson
President.....V. D. Ramseur
Gen. Mgr., Prog. Dir.....J. F. McDonough
Publicity Director.....Inez Anders
Chief Engineer.....H. A. Morris

WESC

GREENVILLE—1947

Frequency: 660 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Greenville Bcstg. Co.
Business-Studio Address.....1 College St.
Phone Number 2-8241
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Rambeau
Membership .....NARTB
President.....(Mrs.) Scott Russell
General Manager.....W. Ennis Bray
Commercial Manager.....C. B. Goodyear
Program Director .....David Moss
Chief Engineer .....F. B. Bailey

WFBC

GREENVILLE—1933—NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Greenville News Piedmont
Business-Studio Address.....Poinsett Hotel
Phone Number 2-7616-7
Air Time.....Full Time
Newspaper Affiliation.....News-Piedmont Co.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
President.....B. H. Peace, Jr.
General Manager .....B. T. Whitmire
Commercial Mgr.....R. Q. Glass, Jr.
Sales Prom. Mgr., Pub. Dir.....P. H. Chapman
Program Director.....Norvin Duncan
Chief Engineer.....William Garrison

WMRC

GREENVILLE—1940—ABC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By.....Textile Bcstg. Co.
Bus.-Studio Address.....Prevost Bldg.
Phone Number 3-2751
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Weed & Co.
Membership .....NARTB
President.....R. A. Jolley, Sr.
Gen., Sta., Comm. Mgr.....Ken Beachboard
Program Director.....William T. Arrington
Publicity Director.....Lidie Walters
Chief Engineer.....George D. Tate

WMUU

GREENVILLE—1949

Frequency: 1260 Kc. ....Power: 1000 Watts d.
Owned-Oper. By.....Bob Jones Univ.
Address .....Greenville
Phone Number 2-6711
Air Time .....Day Time
News Service.....AP, INS
Transcription Service .....SESAC, Associated
Membership .....BAB
President .....Dr. Bob Jones, Jr.
General Manager .....R. K. Johnson
Station Manager.....Jim Ryerson
Commercial Manager.....Glen Schunk
Sales Prom. Mgrs.....K. Ouellette, J. Baehre
Program Director.....Paul Schultz
Publicity Director.....Bob Osterberg
Chief Engineer.....Paul Matthew

WCRS

GREENWOOD—1941—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grenco, Inc.
Address.....P. O. Box 868
Phone Number 4300
News Service .....AP
Transcription Service..Thesaurus, Associated
Representative .....Thomas Clark
President .....Douglas Featherstone
Gen. Mgr., Prog. Dir.....Dan Crosland
Commercial Manager.....Ralph Norman
Chief Engineer.....Charlie Sparks

WEAB

GREER—1949—KBS

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Greer Bcstg. Co.
Address.....P. O. Box 151
Phone Number 1057-8
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Co.-O., Gen., Comm. Mgr.....E. A. Burch

Co-Owner.....W. Ryan Frier
Program Director.....Betty Beers
Chief Engineer .....Joe Cole

WHSC

HARTSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Hartsville Bcstg. Co., Inc.
Business-Studio Address.....College Ave.
Phone Number 1450
Air Time.....Full Time
News Service .....AP
Representative ..... McGillvra
Transcription Service .....Capitol
President.....Charles H. Campbell
General Manager.....Raymond Caddell
Commercial Manager .....Gerald Quick
Chief Engineer.....Donald A. Brienen

WDKD

KINGSTREE—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Palmetto Bcstg. Co.
Address .....Kingstree
Phone Number 6761
News Service .....AP
Transcription Service .....World
General Manager.....E. G. Robinson, Jr.
Program Director.....T. J. Robinson
Chief Engineer.....D. H. I. Owens

WLCM

LANCASTER—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Royal Bcstg. Co.
Address.....103 S. Catawba St.
Phone Number 1406
Air Time.....Full Time
News Service .....AP
Transcription Service.....Thesaurus, World
Pres., Gen. Mr.....Milton D. Scarboro
Comm., Sales Prom. Mgr.....D. C. Phillips
Program Director.....Joann McManus
Publicity Director.....Claudine Watson
Chief Engineer.....Robert Shikenjanski

WLBG

LAURENS—1948—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....WLBG, Inc.
Business Address.....Box 642, Laurens
Phone Number 2-2331
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service.....World
President.....James C. Todd
General Manager.....Richards Todd
Program Director.....Carrol Sexton
Sls. Prom. Mgr.....Steve Stevenson
Chief Engineer .....Jack Taylor

WJAY

MULLINS—1949—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mullins & Marion Bcstg. Co.
Phone Number.....390 (Marion, 3901 (Mullins)
Air Time .....Daytime
News Service .....UP
Transcription Service .....Langworth
President.....W. G. Smith
Gen., Sta., Comm. Mgr. ....James F. Ramsey
Pgm., Pro. Dir.....Kenneth Gasque
Chief Engineer.....George Magera

WMRA

MYRTLE BEACH—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Elizabeth Evans
Address.....Ocean Forest Hotel
Phone Number 5061
Air Time.....Full Time
Pres., Gen. Mgr.....Elizabeth Evans
Commercial Manager.....S. W. Monroe
Program Director.....Crosby Brunson
Chief Engineer .....W. C. Evans
Promotion Manager.....Tom Garner

WKDK

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Newberry Bcstg. Co., Inc.
Address, Trans.....11 Radio Dr., Box 211
Phone Number 143
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen., Sta. Mgr.....James F. Coggins
Comm., Sales Prom. Mgr. ..Emory Bedenbaugh
Publ. Dir. .....Marcia Coggins
Chief Engineer.....Ray Gilliam

WRNO

ORANGEBURG—1946—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WRNO, Inc.
Bus. Addr.-Trans. Loc. ....Orangeburg, S. C.
Phone Number 1420
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Membership .....BAB
President.....Charles S. Henery
Gen., Sta. Mgr., Prog. Dir....Frank B. Best, Jr.
Commercial Mgr.....Norman M. Mathews
Chief Engineer.....Gus Browning

WTND

ORANGEBURG—1948

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By .....WTND, Inc.

Phone Number 1600
Air Time .....Daytime
News Service .....INS
Transcription Service .....World
Representative .....Thos. F. Clark
Gen., Sta. Mgr., Pres. .....J. I. Sims
Program Director .....Richard R. Rhame
Commercial Manager.....Ed Paulling
Chief Engineers .....Larry W. Styles, Perry Herrington

WRHI

ROCK HILL—1944—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....York Co. Brdcg. Co.
Address.....Rock Hill Nat. Bk. Bldg.
Phone No.....2085, 2077 (Studio); 5767 (Trans.)
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB
Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.
Sta. Mgr., Prog. Dir. .....Wm. C. Beaty
Commercial Manager .....Harper S. Gault

WTYC

ROCK HILL—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Co.
Bus.-Studio Address....Robert Marshall Hotel
Phone Number 3175
Air Time .....Daytime

WSNW

SENECA—1949—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Blue Ridge Bcstg. Co., Inc.
Address .....Seneca
Phone Number 8234
News Service .....UP
Transcription Service .....Lang-Worth, World
Pres., Gen. Mgr.....J. A. Gallimore
Program Director.....Mrs. J. A. Gallimore
Commercial Manager.....Charles Gwynn
Chief Engineer.....Herbert Hosea

WORD

SPARTANBURG—1940—NBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By..The Spartan Radiocstg. Co.
Business-Studio Address.....291 E. Main St.
Phone Number 3-2711
Air Time.....Full Time
News Service .....AP
Representative .....Hollingbery
Membership .....NARTB, BAB
President .....Walter J. Brown
General Manager .....John W. Kirkpatrick
Commercial Manager.....John C. Carrington
Program Director.....Ben Greer
Chief Engineer.....Clyde J. Burdette

WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By..Bcasting. Co. of the So.
Business-Studio Address.....224 E. Main St.
Phone Number 33621
News Service .....UP
Air Time.....Full Time
Transcription Service .....Standard
Representative .....Blair, Cummings
Membership .....NARTB
Managing Director.....Roger A. Shaffer
Commercial Manager.....Ross M. Holmes
Program Director.....Ed McGrath
Publicity Director.....Jane Dalton
Chief Engineer.....H. R. Beckholt

WFIG

SUMTER—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WFIG, Inc.
Business-Studio Address...Radio Center Bldg.
Phone Number 1340
News Service .....AP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Pres., Comm. Mgr.....Fulton B. Creech
General Manager.....T. Doug Youngblood
Commercial Mgr.....William H. Moore, Jr.
Program Director.....Paul Reidy
Chief Engineer.....Richard Elam

WBCU

UNION—1949—ABC

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By...Union-Carolina Brcstg. Co.
Address .....210 East Main St.
Phone Number 1200
Air Time.....6:00 a.m. to 12:00 M.
News Service .....UP
Transcription Service .....Thesaurus
Station Repr. .....Continental
President.....E. H. Hughes
General Manager.....Edward L. B. Osborne
Program Director.....Ethel Lancaster
Chief Engineer .....T. W. Weathers

WALD

WALTERBORO—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Walterboro Bcstg. Co.
Studio Address.....Box 12
Phone Number 3861
News Service .....AP
President.....R. M. Jefferies
Gen. Mgr., Chf. Engr.....Louis M. Neale, Jr.
Program Director.....Louise Long

SOUTH DAKOTA

Pop. April 1, 1953 (Est.) 675,000—Total Housing Units 196,000
Families April 1, 1953 (Est.) 178,000—Stations in State 13

KABR

ABERDEEN—1952

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By....Aberdeen Bcstg. Svc.
Address.....Hway. No. 281 N.
Phone 2686
News Service .....UP
Pres., Gen. Mgr., Chief Eng.....D. T. Hunt

KSDN

ABERDEEN—1948—MBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Aberdeen News Co.
Phone Number 4573
Air Time .....6 a.m.-12 M.
News Service .....AP
Representative .....Weed
President.....Henry J. Schmitt
Sta., Gen. Manager .....Byron McElligott
Commercial Manager.....Russa Osborne
Program Director.....E. C. Pieplow
Chief Engineer.....George Crocker

KDSJ

DEADWOOD—1947—MBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By...John, Eli & Harry Daniels
Address .....P. O. Box 462
Phone Number 186
Transcription Service .....World
News Service .....UP
Membership .....NARTB
Gen. Mgr., Chief Engr.....Eli Daniels
Commercial Manager .....Harry Daniels
Program Director.....Bonnie Laughlin
Chief Announcer .....Bill Lynn

KIJV

HURON—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Valley Bcstg. Co., Inc.
Bus.-Studio Address....1726 Dakota Ave., S.
Phone Number 765
Transcription Service .....Thesaurus
Membership .....NARTB
Pres., Gen. Mgr., Chief Eng.....Max F. Staley
Comm. Mgr.....Dwight Coursey
Program Dir.....Dale Larson

KORN

MITCHELL—1947—MBS
GOLDEN PHEASANT

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Michell Bcstg. Assn.
Bus.-Studio Address.....217-219 N. Main
Phone Number 621
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
Pres., Gen., Sta. Mgr. ....Raymond V. Eppel
Comm., Sales Prom. Mgr.....B. Harland Ohde
Chief Engineer.....J. R. Doherty

KGFX

PIERRE—1936—KBS

Frequency: 630 Kc.....Power: 200 Watts d.
Owned-Oper. By.....Estate of Dana McNeil
Bus.-Studio Address.....203 W. Summit Ave.
Air Time .....9:30 a.m.-Sunset
Phone Number 2351
Air Time.....9:30 a.m.-sunset
News Service .....UP
Representative .....Lawson
President .....Ida A. McNeil
Chief Engineer .....Selwyn Ronning

KOTA

RAPID CITY—1936—CBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By ....Black Hills Bctsg. Co. of Rapid City
Business Address .....1819 W. St. Joe St.
Phone Number 2000
Air Time.....Full Time
News Service .....UP
Representative.....Headley-Reed, Bulmer & Johnson
Transcription Service.....World, Capitol
Membership .....NARTB, BAB
President .....Robert J. Dean
Gen., Sta., Comm. Mgr. ....Abner H. George
Chief Engineer.....A. E. Griffiths

KELO

SIOUX FALLS—1937—NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midcontinent Bcstg. Co.
Bus.-Studio Address.....Kelo Bldg.
Phone Number 4-5841
Air Time.....5:45 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Capitol, Standard
Representative .....Taylor
Membership .....NARTB, BAB
President, Gen. Mgr.....Joe Floyd
Station Manager.....Evans Nord
Pgm., Prod. Dir. ....Jim Burt
Publicity Director.....Dave Dedrick
Chief Engineer.....Lester Froke

KIHO

SIOUX FALLS—1948—MBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Big Sioux Bcstg. Co., Inc.
Address .....218 South Main Ave.
Phone Number 4-7736
News Service .....UP
Representative.....Paul H. Raymer Co.
President.....Dr. J. D. Conner
General Manager .....David J. Kempkes
Commercial Manager.....Richard C. Morenus
Program Director.....Fred W. Schweikher

KISD

SIOUX FALLS—1948—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KISD, Inc.
Bus.-Studio Address.....311 S. Phillips Ave.
Phone Number 4-5571
Transmitter Location .....W. 12th St.
News Service .....AP
President.....H. R. Alton
Gen. Mgr., Prog. Dir.....Verl Thomson
Commercial Manager.....Gabe Caffrey
Sales Prom. Mgr.....Helen Achatz
Publicity Dir.....Bud Bird
Chief Engineer.....Duane Decker

KSOO

SIOUX FALLS—1927

Frequency: 1140 Kc...Power: 10,000 Watts d.; 5,000 Watts n.
Owned-Oper. By.Sioux Falls Bcstg. Asso., Inc.
Address.....317 S. Phillips Ave.
Phone Number 4-7545
Air Time .....5:30 a.m.-1:00 a.m.
News Service .....AP
Transcr. Service .....RCA, Thesaurus
Station Representative.....Avery-Knodel,Inc.
Membership .....NARTB
President .....Morton Henkin
Vice President.....George R. Hahn
Station Manager .....George "Bill" Rohn
Commercial Manager .....Rollie R. Williams
Program Director.....Ray Loftesness
Sales Prom. Mgr.....E. C. Stangland
Chief Engineer .....Max Pierce

KWAT

WATERTOWN—1926—KBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Midland Natl. Life Ins. Co.
Address .....Watertown
Phone Number 777
Air Time.....Full Time
News Service .....UP
Transcr. Service .....Standard
Representative .....Orville Lawson, Walker
Membership .....NARTB, BAB
President .....John Ehrstrom
Gen. Mgr., Publ. Dir.....Thomas L. Young
Comm., Sales Prom. Mgr.....Ross Case
Program Dir.....Doug Marlow
Chief Engineer.....Francis Alwin

WNAX

YANKTON—1923—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Bus.-Studio Address .....WNAX Bldg.
Phone Number 442
Air Time.....5:30 a.m.-M.
Newspaper Affiliation...Des Moines Register and Tribune
News Service .....AP, UP
Transcription Service .....Capitol
Representative .....Katz
Membership .....NARTB, BAB
President.....Gardner Cowles, Jr.
Gen., Sta. Manager.....Robert R. Tincher
Commercial Manager.....Donald D. Sullivan
Prom., Pub. Mgr.....Richard T. Harris
Program Director.....Herb Howard
News Director .....Arthur J. Smith
Chief Engineer.....Clifton M. Todd

TENNESSEE

Pop. April 1, 1953 (Est.) 3,415,000—Total Housing Units 930,000
Families April 1, 1953 (Est.) 875,000—Stations in State 60

WLAR

ATHENS—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Athens Bcstg. Co.
Business-Studio Address.....N. Jackson St.
Phone Number 1450
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
President.....Lowell F. Arterburn
General Manager .....Buell J. Charles
Program Director .....John Redwine
Commercial Manager .....Leonard Dawson
Chief Engineer .....J. W. Turner

WOPI

BRISTOL—1929—NBC

(See Also Bristol, Va.)

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Oper. By...Radiophone Bcstg. Station, WOPI, Inc.
Business-Studio Address.....310 State St.
Phone Number .....South 3730
Air Time .....5:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....W. A. Wilson
Comm., Prom. Mgr.....James C. Wilson
Publicity Director .....Walsa McQueen
Chief Engineer .....George Guertin

WAGC

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Tenn. Valley Bcstg. Co.
Address .....Hotel Patten
Phone Number 7-1128
Air Time.....5:55 a.m. to 12 M.
News Service .....AP
Transcription Service .....Langworth
Station Repr. .....Rambeau
General Manager .....Vann Campbell
Comm. Mgr.....Cliff Bowers
Program Director.....Marie Schlief
Chief Engineer .....George McMurtrie

WAPO

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc.....Power: 5000 Watts d.: 1000 Watts n.
Owned-Oper. By.....WAPO Bcstg. Service
Business-Studio Address.....Read House
Phone Number 6-6141
Air Time .....5:00 a.m.-12M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....R. G. Patterson
Comm. Mgr.....B. J. Bush
Program Director.....Frances Harley
Sales Prom. Mgr.....R. N. Kropps
Publicity Dir.....Helen Patterson
Chief Engineer.....B. B. Barnes

WDEF

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDEF Bcstg. Co.
Bus.-Studio Address ....420 Volunteer Bldg.
Phone Number 6-5664
Air Time .....5:30 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
Representative .....Branham
Membership .....NARTB
President.....Carter M. Parham
Gen., Sta., Comm. Mgr.....Ken Flenniken
Program Director.....Morrie Quave
Chief Engineer.....B. C. Baker

WDOD

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDOD Bcstg. Corp.
Address.....Hamilton Natl. Bank Bldg.
Phone Number 6-5117
Air Time .....5:30 a.m.-12:30 a.m.
News Service.....AP, UP
Transcription Service .....Standard, World
Representative.....Paul H. Raymer
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Earl W. Winger
Commercial Manager.....Norman A. Thomas
Publicity Dir.....Gene Allen Carr
Program Director.....Frank A. Hubbs
Chief Engineer .....W. Roy Owens

WDXB

CHATTANOOGA—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WDXB, Inc.
Address .....Dome Bldg.
Phone Number 6-1114
Representative .....Forjoe
News Service .....AP
President .....Joseph Bloom
Vice-President.....David E. Cohen
General Manager.....J. M. Brown
Chief Engineer.....Byron E. Fincher

WMFS

CHATTANOOGA—1951

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WMFS, Inc.
Address.....215 W. Ninth St.
Phone Number 6-4146
News Service .....INS
Representative .....Pearson
President .....Brody Timm
Gen., Sta. Mgr.....Russell E. Offhaus
Comm., Prom. Mgr.....Dale Smith
Publicity Dir.....Mrs. Evelyn Cato
Chief Engineer.....Glenn Channells

WJZM

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Campbell & Sheffall
Business-Studio Address.....411 Madison St.
Phone Number 6414
News Service .....AP
Transcription Service.....Capitol
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr.....E. T. Campbell

Commercial Manager .....Parry Sheftall
Prom. Mgr., Pgm. Dir.....Clay Cline, Jr.
Publicity Dir.....David J. Muhlstein
Chief Engineer .....John Bailey

WBAC
CLEVELAND—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert W. Rounsaville
Business-Studio Address.....Box 677
Phone Number 62
Air Time .....6:00 a.m.-10:30 p.m.
News Service .....UP
General Manager.....R. W. Rounsaville
Station Manager.....Thad F. Fitch
Program Director.....Mike Dodd
Chief Engineer.....William D. Stuart

WKRM
COLUMBIA—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Middle Tennessee Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address..P. O. Box 71
Phone Number 1340
Air Time .....5 a.m.-M.
News Service .....AP
Transcription Service .....World
Membership .....NARTB, BAB
Pres., Gen.-Sta.-Comm. Mgr...R. M. McKay, Jr.
Sales Prom. Mgr.....Mel Dugger
Publ., Pgm. Dir.....Al Knott
Chief Engineer .....Cameron McKay

WHUB
COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Bus.-Studio Address.....315 E. Spring St.
Phone Number 789
Transmitter Location.....807 Hickory St.
News Service .....UP
Representative.....Continental Radio Sales
Membership .....NARTB, BAB
General Manager.....M. L. Medley
Station Director.....Joe Mabry
Publicity Director.....Stacey Mott
Chief Engineer.....G. W. Daughtery

WDSG
DYERSBURG—1946
MBS-KBS-MID-SOUTH

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..State Gazette Bcstg. Co., Inc.
Address ..... Box 58
Phone Number 77
Air Time.....6 a.m.-11 p.m.
Transcription Service .....World
News Service .....AP
President.....Russel M. D. Bruce
General Manager.....Frank Armstrong

Commercial Manager.....Tom Armistead
Program Dir.....Bill Ward
Publicity Dir.....Shirley Jones
Chief Engineer.....Dave Ross

WBEJ
ELIZABETHTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert Rounsaville & George Clark
Business-Studio Address.....Elk Ave.
Phone Number 2-1241
News Service .....UP
Senior Partner & Mgr.....R. W. Rounsaville
Comm., Sta. Manager.....Frazier Cochrane
Comptroller.....S. A. Wade
Program Dir.....Art Selley
Publicity Dir.....John H. Mullaney
Chief Engineer.....Condon Bowers, Jr.

WEKR
FAYETTEVILLE—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstg. Co.
Business-Studio Address.....Box 625
Phone Number 1240
President.....John R. Crowder
General Manager.....James Porter Clark
Station Manager.....Jim Tate
Program Director.....Teddy Barnes
Chief Engineer.....Ernest Tucker

WHIN
GALLATIN—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sumner County Bcstg. Co.
Address .....Gallatin
Phone Number 1010
Transmitter Location.....Highway 109
News Service .....UP
Representative.....Indie Sales, Inc.
Membership .....NARTB, BAB
President .....A. B. Perkins
Gen., Sta., Prog. Mgr.....J. B. Thomas
Commercial Manager.....Charles Brewer
Chief Engineer.....Maxwell R. Bennett

WGRV
GREENEVILLE—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Greeneville, Inc.
Address .....Radio Bldg.
Phone Number 4147
News Service .....UP
Transcription Service .....Capitol
Pres., Gen. Mgr.....Paul Metcalfe
Commercial Manager.....Hugh Pickel
Program Director.....Lynn Peters
Chief Engineer.....Laile Hampton

WHBT

HARRIMAN—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....The Harriman Bcstg. Co., Inc.
Bus.-Studio Address .....Harriman
Phone Number 661
Air Time.....6:15 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Continental
Membership .....BAB
Owner, Gen. Mgr.....F. L. Crowder
Comm., Sales Prom. Mgr...Walter Scarbrough
Pgm. Dir., Chief Ann.....Carl Williams
Chief Engineer.....Gene Davidson

WIRJ

HUMBOLDT—1949—MID-SOUTH KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By....Gibson Co. Bcstg. Co., Inc.
Address.....210 N. 22nd Ave.
Phone Number 740
Air Time .....Daytime
News Service .....UP
Transcription Service .....Thesaurus
President .....J. F. Warmath
Gen., Sta. Mr.....Howard E. Byrum
Comm. Mgr.....Carroll Wilson
Chief Engineer.....Gerald Hicks

WDXI

JACKSON—1948—MBS—KBS

Frequency: 1310 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....Williams Bldg.
Phone Number 7-9611
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Aaron B. Robinson
Comm., Sta. Manager.....Bill Winsett
Sales Prom. Mgr.....Jack Murphy
Program Director.....James W. Hoppers
Publicity Director.....Lawrence Dunne
Chief Engineer.....James S. Thomas

WPLI

JACKSON—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...George Arthur Smith
Address.....201½ N. Market St.
Phone Number 7-8541
Air Time.....Full Time
News Service .....UP
Transcription Service .....Capitol
Representative .....McGillvra
President .....George Arthur Smith
Prog. Dir., Gen. Mgr.....H. O. Parish, Jr.
Chief Engineer.....Dave Jordan

WTJS

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Sun Publishing Co.
Bus.-Studio Address .....Jackson
Phone Number 7-3316
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service.....World, Thesaurus
Representative .....Branham
Membership ..... NARTB, BAB
Exec. V.-P.....A. A. Stone
Station Manager.....Frank S. Proctor
Publicity Dir.....Peggy McKinnie
Studio Director.....Sam D. Lollar
Chief Engineer.....Robert M. Gordon

WJHL

JOHNSON CITY—1938—ABC

Frequency: 910 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WJHL, Inc.
Business-Studio Address.....145 W. Main St.
Phone Number 2780
Air Time.....6 a.m.-M.
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NARTB
President.....W. H. Lancaster
Gen., Sta., Comm. Mrg...Hanes Lancaster, Jr.
Sales Prom. Mgr., Pub. Dir.....Ken Matthews
Program Dir.....Robert Walker
Chief Engineer.....O. K. Garland

WETB

JOHNSON CITY—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....E. Tennessee Bcstg. Co.
Business Address.....Press Bldg.
Phone Number 2993
Air Time.....6 a.m.-sunset
Newspaper Affiliation.....“Press Chronicle”
News Service .....AP
Representative .....McGillvra
Transcription Service .....World
Membership .....NARTB, BAB
President.....Carl A. Jones
Station Manager.....Bud Kelsey
Prog., Pub. Director.....Bernard Burleson
Chief Engineer.....E. B. Jones

WKIN

KINGSPORT—1951—KBS

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cy N. Bahakel
Address.....338 E. Center St.
Pres., Gen. Mgr.....Cy N. Bahakel

WKPT

KINGSPORT—1940—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kingsport Bcstg. Co., Inc.
Business-Studio Address....222 Commerce St.
Phone Number 2870
Transcription Service .....Thesaurus, World
Representative .....Donald Cooke
Membership .....NARTB, BAB
President.....C. P. Edwards, Jr.
Gen., Sta. Manager.....Paul L. Overbay
Commercial Mgr.....Phil Weaver
Program Dir.....Martin Karant
Publicity Dir.....Jim Davis
Chief Engineer.....Thomas Phillips

WBIR

KNOXVILLE—1941—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WBIR, Inc.
Business-Studio Address.....618 S. Gay St.
Phone Number 4-3321
Air Time.....5:30 a.m.-M.
Transcription Service .....Thesaurus
Representative .....Bolling
Membership .....NARTB, BAB
President.....Gilmore N. Nunn
Gen., Sta., Com. Mgr.....John P. Hart
Program Director.....Neal Branch
Chief Engineer.....J. Rex Horton

WKGN

KNOXVILLE—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKGN Bcstg. Co.
Bus.-Studio Address....Park Natl. Bank Bldg.
Phone Number 4-0766
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Clarence Beaman
Comm. Mgr.....Guy L. Smith
Publicity Director.....R. C. Wolfe
Chief Engineer.....Milton L. Jones

WNOX

KNOXVILLE—1921—CBS

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business-Studio Address....110-112 S. Gay St.
Phone Number 3-3171
Air Time.....5 a.m.-1:05 a.m.
Newspaper Affiliation....."News Sentinel"
News Service .....UP
Transcription Service .....Standard
Representative .....Branham
President.....Jack R. Howard
Gen.-Station Mgr.....R. B. Westergaard
Comm.-Sales Prom. Mgr.....O. L. Smith
Program Dir.....C. A. McMahon
Chief Engineer.....Ray Evans

WROL

KNOXVILLE—1927—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By...Mountcastle Bcstg. Co.
Business-Studio Address.....612 Gay St.
Phone Number 2-7111
Transmitter Location.....Holston Hills
Air Time.....20 hrs.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President .....Paul Mountcastle
Gen., Sta. Mgr.....W. H. Linebaugh
Commercial Manager.....J. T. McCloud
Program Dir.....J. H. Reese
Prom., Pub. Director.....Wayne Hudson
Chief Engineer.....Fred Andrews

WDXE

LAWRENCEBURG—1951—MBS
KEYSTONE

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Lawrenceburg Bcstg. Co.
Address .....Locke Bldg.
Phone Number 4411
News Service .....UP
Transcription Service.....SESAC, World
Representative .....Burn-Smith
President.....Aaron B. Robinson
General Manager.....George Eubanks
Program Director.....Ken Marston
Publicity Dir.....Frances Baxter
Promotion Manager.....Bud Sawyer
Chief Engineer.....Noble G. Morgan

WCOR

LEBANON—1949—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...Lebanon Bcstg. Co., Inc.
Address .....Cumberland Ave.
Phone Number 1540
News Service .....UP
Station Manager.....Theo. F. Ezell, Jr.
Comm. Mgr.....Michael R. Freeland
Program Director.....Jack Hendrickson
Chief Engineer.....William Johnston

WLIL

LENOIR CITY—1950

Frequency: 730 Kc.....Power: 500 Watts d.
Owner.....Arthur Wilkerson Lumber Co.
Address.....406 E. Broadway
Phone Number 1095
Transcription Service .....SESAC
News Service .....UP
Owner, Gen. Mgr.....Arthur Wilkerson

WJJM

LEWISBURG—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Estate of James J. Murray
Address .....East Hill
Phone Number 780
News Service .....AP
Comm., Gen. Mgr.....Louis D. Lingner
Chief Engineer.....J. E. Sowell

WGAP

MARYVILLE—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Aluminum Cities Bcstg. Co.
Address.....503 Blount Natl. Bank Bldg.
Phone Number 2490-1
Membership .....NARTB
Air Time.....5 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Co-owners .....F. H. Corbett, H. C. Weaver
Gen., Sta. Mgr.....F. H. Corbett
Commercial Manager.....Walter Moore
Program Dir.....Joe F. Wheeler
Chief Engineer.....Curtis Lamarr

WMMT

McMINNVILLE—1947—MBS
KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..McMinnville Brdg. Co., Inc.
Address .....McMinnville
Phone Number 401
President.....Dr. Sam J. Albritton

WDIA

MEMPHIS—1947

Frequency: 730 Kc.....Power: 250 Watts d.
Owned By.....Bluff City Bcstg. Co.
Operated By.....John Pepper, Bert Ferguson
Business-Studio Address.....2074 Union Ave.
Phone Number 36-2703
Air Time .....Daytime
News Service .....UP
Representative .....Pearson, Dora-Clayton
Membership .....NARTB, BAB
Gen. Mgr.....Bert Ferguson
Commercial Manager.....Harold F. Walker
Program Director.....Christine Spindel
Publicity Dir.....Henry N. Fones
News Dir.....Marie Wathen

WFAK

MEMPHIS—1951

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chickasaw Bcstg. Co.
Address.....215 Madison Ave.
Phone 37-8833
Transcription Service.....SESAC, Lang-Worth
News Service .....INS
President.....E. C. Krausnick, Jr.
V.P., Gen. Mgr.....Charles DeVois
Commercial Manager.....Dick Palmere
Program Director.....Ted Roney
Chief Engineer.....Ben Enochs

WHBQ

MEMPHIS—1925—MBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Harding College, Searcy, Ark.
Bus.-Studio Address.....Hotel Chisca
Phone Number 8-6868
Air Time.....Full Time
News Service .....UP
Transcription Service .....Associated
Representative.....Weed & Co.
Membership .....NARTB, BAB
Gen., Sta. Mgr.....John Cleghorn
Comm. Mgr. .....Bill Grumbles
Pgm., Dir.....Gordon Lawhead
Sales Prom. Mgr.....Frank Willis
Publicity Dir.....Mark Forrester
Chief Engineer.....Welton Roy
Consulting Engr.....McIntosh & Englis

WHHM

MEMPHIS—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid-South Bcstg. Corp.
Business-Studio Address.....Sterick Bldg.
Phone Number 37-4422
Air Time.....6 a.m.-12 M.
News Service .....UP
Representative .....Forjoe
Membership .....NARTB
President.....P. E. Furlow
Gen., Sta. Mgr.....C. K. Beaver
Commercial Manager.....Alan Avery
Program Dir.....Jay Black
Chief Engineer.....William Marsh

WMC

MEMPHIS—1923—NBC
SOUTHCENTRAL QUALITY

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Memphis Publishing Co.
Bus.-Studio Address..Goodwyn Institute Bldg.

Phone Number 8-7464
Air Time .....Unlimited
News Service .....UP
Transcription Service..Thesaurus, Lang-Worth
Representative .....Branham
Membership .....NARTB
President .....Enoch Brown
Gen., Sta. Mgr.....H. W. Slavick
Commercial Mgr.....Earl Moreland
Program Director.....Wilson Mount
Production Director.....Ott Roush
Publicity Director.....Walter E. Frase
Chief Engineer.....E. C. Frase, Jr.

WMPS

MEMPHIS—1925—ABC

Frequency: 680 Kc....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Operated By.....WMPS, Inc.
Business-Studio Address.....Radio Center
Phone Number 5-2663
Air Time.....5 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Radio Representatives
Membership .....NARTB
Pres., Gen. Mgr.....Harold R. Krelstein
Station Mgr.....George B. Faulder
Sales Prom. Mgr.....W. B. Rudner
Program Dir.....W. E. Crump
Publicity Dir.....Virginia Waters
Chief Engineer.....J. E. Deaderick

WREC

MEMPHIS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....WREC Bcstg. Service
Business-Studio Address.....Hotel Peabody
Phone Number 5-1313
News Service .....UP
Transcription.....World, Lang-Worth, SESAC
Representative .....Katz
Owner, General Manager....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Director.....Roy Wooten
Chief Engineer.....Wilson Raney

WCRK

MORRISTOWN—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cherokee Bcstg. Corp.
Bus.-Studio-Transmitter Address...Brown Ave.
Phone Number 1450
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Hal Holman
President.....Herbert S. Walters
Gen., Comm. Mgr.....Howell Ashford
Program Director.....John Frank McCrary
Chief Engineer.....James R. Redden

WGNS

MURFREESBORO—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WGNS, Inc.
Address.....P. O. Box 456
Phone Number 1450
News Service .....AP
Representative .....Holman
Transcription Service .....World
News Service .....UP
Membership .....NAB
Pres., Gen. Mgr.....Cecil Elrod, Jr.
Program Director.....John D. Hood
Chief Engineer.....Will Dunn

WKDA

NASHVILLE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Co.
Bus.-Studio Address..1st American Natl. Bank Bldg.
Phone Number 4-0511
Air Time.....5 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Capitol, Standard
Representative .....Bolling
Membership .....NARTB
(Partners) Owners .....T. B. Baker, Jr. & A. G. Beaman
General Manager.....T. B. Baker, Jr.
Program Director.....Alfred G. Kengott, Jr.
Chief Engineer.....Oscar C. Griffin, Jr.

WLAC

NASHVILLE—1926—CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Oper. By...Life & Casualty Insurance Co. of Tennessee
Bus.-Studio Address....Third Natl. Bank Bldg.
Phone Number 6-0161
Air Time.....5 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Katz
Membership .....NARTB, BAB
Gen. Mgr.....F. C. Sowell
Commercial Manager.....E. G. Blackman
Promotion Manager.....Frank Gonzales
Program Director.....Paul Oliphant
Chief Engineer.....F. D. Binns

WMAK

NASHVILLE—1948—MBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By....Volunteer State Bcstg. Co.
Address .....Maxwell House
Phone Number 4-3411
Transmitter Location.....Hydes Ferry Rd.

Air Time.....5 a.m.-12 M.
President.....Frank W. Mayborn
Gen. Sta. Mgr.....George B. Faulder
Sales Prom. Mgr.....Clarence L. Waggoner
Chief Engineer.....Charles W. Stokely

WNAH

NASHVILLE—1949—KBS-LBS

Frequency: 1360 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Hermitage Bcstg. Corp.
Address.....James Robertson Hotel
Phone Number 4-7611
Pres., Gen., Comm. Mgr.....Van T. Irwin, Jr.
Program Director.....Donn C. McInturff
Chief Engineer.....Harold Motlow

WSIX

NASHVILLE—1927—ABC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By Jack and Louis R. Draughon
Address .....Nashville Trust Building
Phone Number 5-5431
Air Time .....6:00 a.m. to 12:00 M.
News Service .....AP
Transcription Service .....World
Station Representative..George P. Hollingbery
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Louis R. Draughon
Comm., Prom. Manager.....E. S. Tanner
Prog., Pub. Dir.....Jim McKinney
Chief Engineer .....Charles R. Duke

WSM

NASHVILLE—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts
Owned-Operated By..Nat'l Life & Acc. Ins. Co.
Bus.-Studio Address.....301 7th Ave. N.
Phone Number 6-7181
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative .....Edward Petry
President.....John H. DeWitt, Jr.
Commercial Manager.....Irving C. Waugh
Dir. of Publicity.....Wm. R. McDaniel
Program Director.....Jack Stapp
Chief Engineer.....George A. Reynolds

WSOK

NASHVILLE—1951

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashville Bcstg. Co.
Address.....419 Fourth Ave. N.
Phone Number 42-0489
Representative .....Forjoe
Pres., Gen., Sta. Mgr.....H. C. Young, Jr.
Com., Prom. Mgr.....Norman Stewart
Program Director.....Bill Fields
Chief Engineer.....Arthur Visches

WATO

OAK RIDGE—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WATO, Inc.
Address.....Municipal Market Bldg.
Phone Number.....Oak Ridge 5-3536
Air Time .....Unlimited
News Service .....AP
Membership .....NARTB
President.....Marshall H. Pengra
Gen., Sta. Mgr.....Samuel P. Thrower, Jr.
Program Dir.....Lionel Schwan
Chief Engineer.....Marvin Paul

WTPR

PARIS—1947—KBS-DIXIE

Frequency: 710 Kc.....Power: 250 Watts d.
Owner.....Paris Bcstg. Co.
Address .....Poplar St.
Phone Number 1700
General Manager.....J. M. Cecil
Commercial Manager.....B. C. Kilgore
Chief Engineer.....Don Somerville

WKSR

PULASKI—1947

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Richland Bdcstg. Co.
Address .....Jones Bldg.
Phone No.....1066-67
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service.....World, SESAC
Membership .....NARTB, BAB
President.....W. K. Jones
Comm., Sales Prom. Mgr....Wallace Beecham
Pgm. Dir., Chief Anncr.....George Martin
Chief Engineer.....N. G. Morgan

WHAL

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Shelbyville Bcstg. Co., Inc.
Phone Number 1400
News Service .....UP
V.P., Gen. Mgr.....Charles Christian
Chief Engineer.....Tim Marsh

WDBL

SPRINGFIELD—1950—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Springfield Bcstg. Co., Inc.
Address.....P. O. Box 464
Phone Number 1287
Transcription Service .....World
News Service .....UP
Gen., Sta. Mgr.....Walter A. Duke
Comm. Mgr.....Howard M. Peters
Program Di.....Lester Ketchersid
Chief Engineer.....Ann Duke

WJIG
TULLAHOMA—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Raymond L. Prescott, Jr.
Business Address.....West End Drive
Phone Number 2607-8
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr...Col. Raymond L. Prescott, Jr.
Comm. Mgr.....Mrs. Raymond L. Prescott, Jr.
Program Dir.....Gene Bennett
Chief Engineer.....William C. Spraggins

WENK
UNION CITY—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Union City Bcstg. Co.
Phone Number 1240-1
Air Time.....5 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith, Keller
President.....Aaron B. Robinson
Sta. Mgr., Pub. Dir.....Louis C. Wrather
Sales Prom., Comm. Mgr..Edwin A. Kallenberg
Program Director.....Mrs. Lee Smith
Chief Engineer.....Charles Holland

WCDT
WINCHESTER—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Arthur D. Smith, Jr.
Address .....Box 1103
Phone Number 2201
Air Time.....Full Time
News Service .....UP
Pres., Gen., Prom. Mgr.....Arthur D. Smith, Jr.
Commercial Manager.....Harry W. Sullivan
Program Director.....Jack Jones
Chief Engineer .....Frank Spencer

TEXAS

Pop. April 1, 1953 (Est.) 8,157,000—Total Housing Units 2,410,000
Families April 1, 1953 (Est.) 2,161,000—Stations in State 183

KRBC
ABILENE—1936—ABC—TEXAS

Frequency: 1470 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Reporter Bcstg. Co.
Business Address.....Windsor Hotel
Phone Number 4-6255
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Servcie .....Associated
Representative.....John E. Pearson
President.....Mrs. Eva M. Hanks
General-Station Mgr.....Howard Barrett
Commercial Manager.....John Mingus
Sales Prom. Manager.....Forest Lane
Chief Engineer.....Troy Mallon

KWKC
ABILENE—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Citizens Bcstg. Co.
Bus.-Studio Address.....25th & Butternut Sts.
Phone Number 4-7286
Air Time.....18 hrs.
News Service.....AP, UP
Transcription Service .....World
Representative .....Taylor
Membership .....NARTB
President.....W. P. Wright
Gen., Sta. Mgr.....A. C. Etter
Commercial Manager.....Tyler Stewart
Program Director.....Leonard Johnson
Chief Engineer.....Forest Tipton

KBKI
ALICE—1947—MBS

Frequency: 1070 Kc.....Power: 1000 Watts
Owned-Operated By.....Alice Bcstg. Co.
Business Address.....Box 731
Phone Number 2070
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Pearson
President.....E. G. Lloyd, Jr.
Gen., Sta. Mgr.. .....A. C. Lloyd, Jr.
Commercial Manager..... .....Bob Grimes
Sales Prom. Mgr.....Irma Salas
Program Dir.....J. Allen Frye
Publicity Director.....Gloria Sanchez
Chief Engineer .....S. L. Spencer

KVLF
ALPINE—1947—MBS-KBS-CACTUS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address.....P. O. Box 779
Phone Number 37
News Service .....UP
Representative .....Hil F. Best
Transcription Service .....Thesaurus

President.....Barney H. Hubbs
General Manager.....Jack Hawkins
Station Manager .....Gene Hendryx
Program Director.....Bill Hubbs
Chief Engineer .....Earl McCall

KAMQ

AMARILLO—1947—MBS

Frequency: 1010 Kc. Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Top of Texas Bcstg. Co.
Address.....1301 Polk St.
Phone Number 2-6543
Representative .....Forjoe
Transcription Service .....Thesaurus
News Service .....AP
Gen., Sta. Mgr.....R. D. Houck
Commercial Manager.....Jess Richardson
Program Director.....Webb Smith
Publicity Director.....Johnny Hathcock
Chief Engineer.....Stewart Parsons

KFDA

AMARILLO—1939—ABC

Frequency: 1440 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Amarillo Bcstg. Co., Inc.
Business-Studio Address.....Box 1400
Phone Number 6-5343
News Service .....UP
Transcription Service .....World
Representative ..... Branhan Co.
Membership .....NARTB
President .....Wendall Mayes
Sec.-Treas.....Charles B. Jordan
Sta., Comm. Mgr.....Leslie E. Smith
Program Director.....Bill Fairley
Publicity Director.....Ruth Halt
Chief Engineer.....W. B. Spiller

KGNC

AMARILLO—1922—NBC

Frequency: 710 Kc.....Power: 10,000 Watts
Owned-Oper. By ... Plains Radio Bdcstg. Co.
Address.....P. O. Box 751
Phone Number 3-4242
Air Time.....Full Time
News Service .....UP, AP
Transcription Service..Lang-Worth, M. M. Cole
Representative .....Taylor Co.
Membership .....NARTB
President.....B. E. Walker
Gen., Sta. Mgr.....Tom Kritser
Sales Promotion Mgr.....Beverly Smith
Comm. Mgr., Prog. Dir.....Bob Watson
Publicity Director.....Marianne Johnson
Chief Engineer.....W. H. Torrey

KLYN

AMARILLO—1949—CBS

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By....Plains Empire Bdcstg. Co.
Address .....1014 West Seventh
Phone Number 2-6773
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Representative .....John Blair & Co.
Membership .....NARTB, BAB
President .....R. G. Hughes
Gen., Comm. Mgr.....Howard Roberson
Publicity Director.....Mae Dorsey
Chief Engineer .....Gene Fennimore

KBUD

ATHENS—1948

Frequency: 1410 Kc.....Power: 250 Watts d.
Owned-Oper. By..Henderson County Bcstg. Co.
Business Address.....Box 309
Phone Number 2277
Transmitter Location .....Highway 19
Air Time .....Daytime
News Service .....UP
Sta., Gen. Mgr. .....J. B. McNutt, Jr.
Consulting Engr.....Merl Saxon

KALT

ATLANTA—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ark-La-Tex Bcstg. Co.
Phone Number 681
Transcription Service .....Capitol
News Service .....UP
President.....Herman H. Wommack, Jr.
Gen., Sta. Mgr.....David A. Wommack
Commercial Manager.....A. N. Dowd
Program Director.....Norm Bale
Chief Engr.....James L. Waites

KNOW

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Pioneer Bcstg. Co., Inc.
Bus.-Studio Address....520 Capital Natl. Bank Bldg.
Phone Number 2-6213
Air Time.....§ a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB
President.....Wendell W. Mayes
Station Manager.....Louis R. Cook
Program Director.....Norwood McLendon
Chief Engineer.....James E. Lewis

KTBC

AUSTIN—1939—CBS

Frequency: 590 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Texas Bcstg. Corp.
Bus.-Studio Address.....P. O. Box 717
Phone Number 2-2424
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Taylor Co.
President.....Claudia T. Johnson
Gen., Sta. Mgr.....J. C. Kellam
Sales Manager.....Sam Plyler
Sales Prom. Mgr.....Harry Voelker
Program Director.....Richard S. Pryor
Chief Engineer.....A. B. Hearn

KTXN

AUSTIN

Frequency 1370 Kc. ...Power: 1000 Watts d.,
Owned-Oper. By .....Radio KTXN, Inc.
Address.....P. O. Box 1102
Phone Number 74476
Representative.....Harlan G. Oakes
President.....Ed C. James
Gen., Sta. Mgr.....Frank Stewart
Commercial Manager.....Harry O'Connor
Sales Promotion Manager.....Larry Jones
Program Director.....Lilia Guzman
Chief Engineer.....Paul Lindhorn

KVET

AUSTIN—1946

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Austin Bcstg. Co.
Business-Studio Address.....113 West 8th
Phone Number 8-8521
Air Time.....Full Time
Transmitter Location.....Bull Creek Rd.
News Service .....UP
Transcription Service .....Lang-Worth
Representative ..... Forjoe
Membership .....NARTB
President.....John B. Connally
General Manager .....Willard Deason
Commercial Manager.....Charles Howell
Pub., Pgm. Dir.....Dave Smith
Chief Engineer.....Willis Morter

KRUN

BALLINGER—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Runnels County Bcstg. Co.
Address .....Zappe Bldg.
Phone Number 3151
Air Time.....Full Time
News Service .....AP
Representative .....Best
President.....Walter G. Russell
Gen., Comm. Mgr.....R. F. McGarvey
Program Director.....Helen Hampton
Chief Engineer.....W. C. Kelley

KIOX

BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bay City Bcstg. Co.
Business Address.....Box 1391
Phone Number.....4642-3
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
President.....J. G. Long
General Manager.....Bryan Powell
Station Manager.....Vernon Townsend
Commercial Manager.....Boyd Porter
Program Director.....Bob French
Chief Engineer.....Van Parr

KRCT

BAYTOWN—1947—KBS

Frequency: 650 Kc.....Power: 250 Watts d.
Owned-Operated By.....Bay Bcstg. Co.
Address .....Box 629
Phone Number 8251
News Service .....AP
President.....W. B. Bates
Gen. Mgr., Chf. Engr.....Neil K. Mallory

KREL

BAYTOWN—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-Cities Bcstg. Co.
Business Address.....P. O. Box 419
Phone Number 8211-2
News Service .....UP
Transcription Service .....World
Representative .....Richard O'Connell
President .....Robert Matherne
Gen. Mgr.....William M. Lightfoot
Commercial Manager.....Ford Robertson
Sales Prom. Mgr.....R. D. Hendon
Program Director.....Mary Lightfoot
Chief Engineer.....Mack S. Malpee

KFDM

BEAUMONT—1924—ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By ....Beaumont Bdcstg. Corp.
Address ....P. O. Box 2950, 1420 Calder Ave.
Phone Number 2-7758
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Free & Peters, Inc.
Membership .....NARTB
President .....D. A. Cannan
Gen., Sta., Comm. Mgr. .....C. B. Locke
Pub. Dir., Sales Prom. Mgr.....H. F. Caldwell
Chief Engineer .....Harold W. Bartlett

KPBX

BEAUMONT—1947

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KPBX Bcstg., Inc.
Address.....2295 Calder Ave.
Phone Number 2-0201
Representative .....Forjoe
News Service .....AP
Transcription Service .....Capitol
Trustee .....Joe B. Carrigan
Sta., Comm., Prom. Mgr.....Les Ryder
Program Director.....Virginia W. Ryder
Chief Engineer.....Fred Reiner

KRIC

BEAUMONT—1938

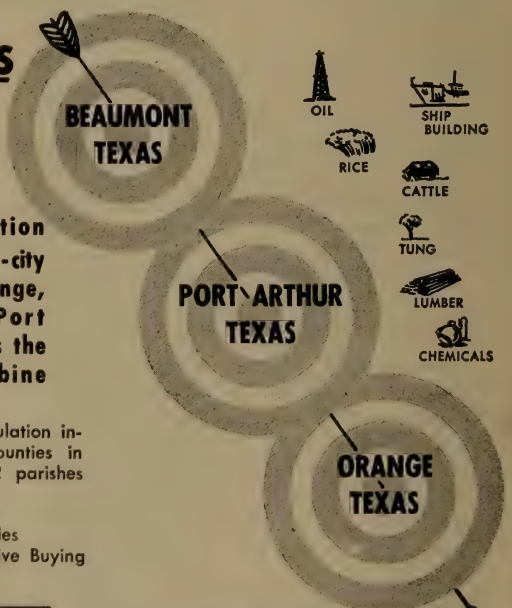
Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....The Enterprise Co.
Bus.-Studio-Trans. Address.3130 Blanchette St.
Phone Number 4-9421
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Newspaper Affiliation..."Enterprise & Journal"
Representative .....Branham
President.....O. Eugene Davis
Vice-Pres., Gen. Mgr.....E. C. Davis
Station Manager.....Charles Baskerville
Commercial Manager.....John Edwin Henry
Program Director.....Karl Von Leuwen
Chief Engineer.....Marvin J. Easterwood

KTRM

BEAUMONT—1947

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KTRM, Inc.
Business-Studio Address.....230 Orleans St.

Hit Three Great Markets with One Effort



KFDM
BEAUMONT, TEXAS

. . . ONE station delivering a 3-city market — Orange, Beaumont, Port Arthur — plus the fabulous Sabine area.

★ 886,900—combined population including 12 counties in Texas and 12 parishes in Louisiana.
★ 243,000—Radio Families
★ $705,076,000—Retail Sales
★ 916,671,000—Net Effective Buying Income

5000 watts · 560 kilocycles

Source: 1952-53 Consumer Markets and 1952 Survey of Buying Power

AFFILIATED WITH
American Broadcasting Company

Represented by
FREE & PETERS

Phone Number 2-8478
Air Time.....5 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Adam Young
Membership .....NARTB
Pres., Gen.-Sta. Mgr.....Jack Neil
Comm., Prom. Manager.....Bill McRae
Program Director.....Roy Shotts
Chief Engineer.....Ben F. Hughes

KIBL

BEEVILLE—1949

Frequency: 1490 Kc. ...Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .....Bee Bdcstg. Co.
Address .....P. O. Box 650
Phone Number 1490
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
General Manager.....John D. Rossi
Program Director.....Bill Bennett
Chief Engineer.....Harry W. Wardell

KBST

BIG SPRING—1936—ABC TEXAS STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Big Spring Bcstg. Co.
Bus.-Studio Address.....702 Johnson St.
Phone Number 1500
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative....Pearson, Assoc. Radio Sta.
Pres., Gen., Sta. Mgr.....William J. Wallace
Commercial Manager .....William L. Cox
Pub., Pgm. Dir.....J. N. Young, Jr.
Sales Prom. Mgr.....Jack Wallace
Chief Engineer.....Andrew M. Jones

KTXC

BIG SPRING—1949—KBS

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Oper. By .....Big State Bdcstg. Co.
Address.....Big Spring City Park
Phone Number 3300
Air Time.....Full Time
Transcription Service .....World
News Service .....UP
Representative.....Hil F. Best
Pres., Gen. Mgr.....V. T. Anderson

KFYN

BONHAM—1948

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By.....Bonham Publ. Co.
Bus.-Studio Address.....903 E. 9th St.
Phone Number 915
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
President.....T. Frank Stewart
Commercial Manager.....Lee Dacus
Program Director.....Faye Thornton
Promotion Manager.....Ed Tolson
Chief Engineer.....Tommy Tomlinson

KHUZ

BORGER—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KHUZ, Inc.
Business Address.....Box 110
Phone Number 1600
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Trans. Serv.....World, SESAC
Membership .....NARTB
President.....R. G. Hughes
Manager .....Jack Roberts
Commercial Manager.....Louis Roberts
Chief Engineer.....Herman Kreiger

KNEL

BRADY—1935—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....G. L. Burns
Business-Studio Address .....Brady
Phone Number 7777
Air Time.....Full Time
News Service .....AP
Representative.....Hil F. Best
Pres., Gen. Manager.....G. L. Burns
Commercial Manager.....J. S. Sloane
Program Director.....Gene Burns
Chief Engineer.....Cecil Nelin

KSTB

BRECKENRIDGE—1947—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Stephens County Bcstg. Co.
Business-Studio Address.....Miller Bldg.
Phone Number 1430
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Best, Melville
Pres., Gen. Mgr.....R. W. Chapman
Comm. Mgr., Prog. Dir.....Sidney Foster
Chief Engineer.....I. E. Smith

KWHI

BRENHAM—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Tom S. Whitehead
Business Address.....108½ Main St.
Phone Number 3611
News Service .....UP
Transcription Service.....World, SESAC
Pres., Gen. Mgr.....Tom S. Whitehead
Commercial Manager.....J. C. Price
Chief Engineer.....Bill Horn

KTFY

BROWNFIELD—1949—KBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By .....Terry Cty. Bdcstg. Co.
Address .....Drawer 1032
Phone Number 1000
Air Time .....Daytime
News Service .....UP
Transcription Service.....Standard, World
Membership .....NARTB, BAB
Pres., Sta., Gen., Comm. Mgr...Mike A. Barrett
Sales Prom. Mgr., Publ. Dir.....Sid McIntosh
Program Director.....Dick Aker
Chief Engineer.....C. R. Scott

KBOR

BROWNSVILLE—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brownsville Bcstg. Co.
Address.....Box 472
Phone Number 2-5677
Air Time.....6 a.m.-12
News Service .....UP
Trans. Service .....World, Thesaurus
Representative .....Best
Pres., Gen. Mgr.....M. J. Wilson
Commercial Manager.....Vance C. Wilson
Prom. Mgr., Pgm., Pub. Dir.....O. E. Fowler
Chief Engineer.....Willis A. Wilson

KBWD

BROWNWOOD—1941—MBS

Frequency: 1380 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Brown County Bcstg. Co.
Business-Studio Address....800 Hawkins St.
Phone Number 2401
Air Time.....Full Time
News Service .....AP
Representative .....Pearson
Pres., Gen. Mgr., Pgm. Dir. ..W. Mayes, Jr.
Commercial Manager .....Joe B. Foster
Sales Prom. Mgr. .....Bill Jamar
Publicity Director.....Barbara Taylor
Chief Engineer.....A. W. Stewart

KORA

BRYAN—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Bryan Bcstg. Co.
Bus.-Studio Address.....604 Varisco Bldg.
Phone Number 3-1240
Air Time.....6 a.m.-M.
Pres., Ch. Eng., Gen. Mgr...David C. Jones, Jr.
Commercial Manager.....M. Ralph Weedon
Program Director.....Mike Mistovich

KDET

CENTER—1949—KBS

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By..Center Bcstg. Co., Inc.
Address.....205 Austin St.
Phone Number 1199
News Service .....UP
Transcription Service .....Associated
Representative .....Hil F. Best
Membership .....BAB
Pres., Pgm. Dir.....Tolbert E. Foster
Gen., Sta. Mgr.....Tom E. Foster
Commercial Mgr.....Jack Bell
Chief Engineer.....Harlan Riley

KCTX

CHILDRESS—1947—MBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Golden West Bcstg. Co., Inc.
Bus.-Studio. Address.....217½ N. Main
Phone Number 1085-6
Air Time.....Local sunrise-sunset
Representative.....Hil F. Best
President.....R. Malone Hagan
Gen., Sta. Manager.....George D. Cowan
Sales Prom. Mgr.....Glen Reeves
Program Director.....LeRoy Carter
Publicity Director.....Nelle Carter
Chief Engineer.....William V. Queen

KCLE

CLEBURNE—1947

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Marti, Inc.
Address.....919 N. Main
Phone Number 1025
News Service .....AP
Representative.....Hil F. Best
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....George W. Marti
Commercial Mgr.....J. B. Bryson
Sales Prom. Mgr.....Frank H. Hardgrove
Program Director.....D'Voe Lee
Publicity Director.....Fred A. Allen
Chief Engineer.....Walter C. Lacy

KSTA

COLEMAN—1947—KBS

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By..Coleman County Bcstg. Co.
Business Address.....Box 432
Phone Number 8406
News Service .....UP
Transcription Service.....SESAC, World
Representative .....Melville
President.....H. H. Jackson
Gen., Sta. Mgr.....Floyd Shelton
Comm. Mgr.....Dan C. Guthrie
Pgm. Dir.....Bill Fox
Chief Engineer.....Jean Larson

WTAW

COLLEGE STATION—1922

Frequency:1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....A. & M. College of Tex.
Bus.-Studio Address .....College Station
Phone Number 66724
Air Time.....6 a.m.-local sunset
News Service .....AP
Sta. Mgr.....Richard L. Webb
Commercial Manager.....Elsie Patranella
Pgm. Dir.....John Scogin
Sta. Mgr.....Richard L. Webb
Chief Engineer.....Jerry Marryman

KVMC

COLORADO CITY—1950

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Colorado City Bcstg. Co.
Address.....P. O. Box 990
Phone Number 1320
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Representative .....Best
Owner .....Eldon Mahon
General Manager.....Charles Diegel
Commercial Manager.....Richard Dean
Chief Engineer.....Porter Richardson

KMCO

CONROE—1951

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Montgomery County Bcstg. Co.
Address.....P. O. Box 1464
Phone Number 1190
News Service .....UP
Transcription Service....Standard, Thesaurus
President .....Reagan Smith
Station Manager.....James C. Dorrell
Sales Manager.....David L. Oglesby
Program Director.....Hal H. Coley
Promotion Manager...James O. McCorquodale
Chief Engineer.....John W. Neathery, Jr.

KEYS

CORPUS CHRISTI—1941

Frequency: 1440 Ks.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Nueces Bcstg. Co.
Address.....Centre Theatre Bldg.
Address.....P. O. Box 1460
Transcription Service .....World
Representative.....O. L. Taylor
Membershrip .....NARTB
Gen., Comm. Manager.....Aubrey Jackson
Manager, Prog. Dir.....Allan Dale
Publicity Director.....Carol Ann Burg
Chief Engineer.....Harold Griffith

KRIS

CORPUS CHRISTI—1935—NBC-TQN

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gulf Coast Bcstg. Co.
Address.....P. O. Box 840
Phone Number 4-6354
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative.....Free & Peters
Pres., Gen. Mgr.....T. Frank Smith
Commercial Manager.....William Eikner
Program Director.....Charles Nethery
Promotion Manager.....Dick Watkins
Chief Engineer.....Don Morris

KSIX

CORPUS CHRISTI—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
Address .....Show Room Bldg.
Phone Number 2-9242
Air Time.....Full Time

KUNO

CORPUS CHRISTI—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KUNO, Inc.
Address-Trans. Loca.....P. O. Box 4286
Phone 4-5203
Air Time .....Unlimited
Transcription Service .....Associated
Membership .....NARTB
President.....Leslie C. Smith
Gen. Mgr.....B. T. Blackmon, Jr.
Commercial Manager .....Peggy Lindsay
Program Director.....H. E. Barrera
Chief Engineer.....A. D. Hayslip

KWBU

CORPUS CHRISTI—1944

Frequency: 1030 Kc...Power: 50,000 Watts d.
Owned-Oper. By.....Texas Baptist Convention
Address .....Baptist Bldg.
Representative .....Bramham
News Service .....AP
Pres., General Manager.....Carr P. Collins
Sta., Sales Prom., Comm. Mgr...Harry H. Hayes
Program Director.....George Wilcox
Chief Engineer.....Nestor Cuesta

KAND

CORSICANA—1937

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alto, Inc.
Bus.-Studio Address....State Natl. Bank Bldg.
Phone Number 2486
News Service .....UP

Transcription Service.....World, Thesaurus
Representative .....Branham
Pres., Gen. Mgr.....Luther A. Johnson, Jr.
V.P., Prog. Dir.....Perry Taylor

KIVY

CROCKETT—1949

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Pioneer Bcstg. Co.
Address .....Crockett
Phone Number 222
News Service .....AP
Transcription Service.....Lang-Worth, World
News Service .....UP
Prog. Director.....Bill Carter
Gen. Mgr., Chief Engr.....Hamilton H. Callen

KCFH

CUERO—1949

Frequency: 1600 Kc.....Power: 500 Watts d
Owned-Oper. By.....A. M. Respondek
Address .....Cuero
Phone Number 700
Air Time .....Daytime
Pres., Gen. Mgr., Chief Engr...A. M. Respondek

KXIT

DALHART—1948—KBS

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned-Operated By.....Dalrad Associates
Address .....Dalhart
Phone Number 740
News Service .....UP
Representative .....Best
Transcription Service .....Lang-Worth
Gen., Sta., Comm. Mgr.....Ken Bishop
Program Director.....Ed Hussman
Chief Engineer, Prom. Mgr.....Bill Smith

KIXL

DALLAS—1947

Frequency: 1040 Kc.....Power: 1000 Watts d.
Owned-Operated By....Variety Bcstg. Co., Inc.
Business-Studio Address....1401 S. Akard St.
Phone Number.....Riverside 4521
News Service .....AP
Transcription Service.....Standard, World
Representative .....Forjoe
President .....Lee Segall
General Manager.....T. W. Massey
Chief Engineer.....Bob E. Tripp

KLIF

DALLAS—1948

Frequency: 1190 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By .....Trinity Bdcstg. Corp.
Business-Studio Address.....2104 Jackson St.
Phone Number.....RAndolph 7121
Air Time.....24 hrs.
News Service .....UP
Representative .....H-R Reps.
President.....B. R. McLendon
General Manager.....Gordon McLendon
Sta., Comm. Mgr.....Bill Weaver
Program Director.....Hal Bakke
Publicity Director.....Les Vaughan
Chief Engineer.....Glenn Callison

KRLD

DALLAS—1926—CBS

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Operated By.....KRLD Radio Corp.
Address .....Herald Square
Phone Number.....RAndolph 6811
Air Time.....Full Time
News Service.....UP, INS
Transcription Service.....Standard, SESAC
Newspaper Affiliation.....“Times Herald”
Representative .....Branham
Membership .....NARTB
President.....Clyde W. Rembert
Commercial Mgr.....William A. Roberts
Sales Prom. Mgr., Publ. Dir.....A. J. Putnam
Program Director.....Ted Parrino
Chief Engineer.....Bill B. Honeycutt

KSKY

DALLAS—1941

Frequency: 660 Kc.....Power: 1000 Watts d.
Owned-Operated By.....SKY Bcstg. Service
Business-Studio Address.....Hotel Stoneleigh
Phone Number.....RAndolph 6193
Air Time .....Sunrise-sunset
News Service .....UP
Membership .....NARTB
President.....A. L. Chilton
Gen., Prom. Manager.....R. G. Terrill
Commercial Manager .....R. L. Kanatzar
Program Director.....Leonard Holland
Chief Engineer.....Morris M. Ming

WFAA

DALLAS—1922—NBC-ABC
TEXAS QUALITY

Frequency: 820 Kc.....Power: 50,000 Watts
Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By....Dallas Morning News
Business-Studio Address.....1122 Jackson St.
Phone Number.....Riverside 9631
Air Time .....Unlimited
News Service.....AP, UP
Trans. Serv. .....Lang-Worth
Representative.....Edward M. Petry
Membership .....NARTB, BAB
President.....E. M. Dealey
Supervisor.....Martin B. Campbell
Station Manager.....Alex Keese

Commercial Manager.....George K. Utley
Sales Prom. Mgr.....Mrs. Winona Portwood
Program Director.....Karl Lambertz
Publicity Director .....Harry Koenigsberg
Chief Engineer.....William C. Ellis

WRR

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....City of Dallas
Business Address.....Municipal Radio Bldg.
Phone Number .....Tenison 6101
News Service .....AP
Transcription Service .....Associated
Representative .....John Blair
Membership .....NARTB, BAB
Gen., Comm. Mgr., Chief Engr..Durward Tucker
Prog. & Sales Coordinator.....Pete Teddlie
Program Director.....Richard Workman

KDLK

DEL RIO—1945—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Del Rio Bcstg. Co.
Business Address.....P. O. Box 1162
Phone Number 1745
News Service .....UP
Transcription Service .....Standard
General Manager.....Don R. Howard
Program Director.....Edward Williams
Chief Engineer.....Pat Jeter

KDSX

DENISON—1948

Frequency: 950 Kc.....Power: 500 Watts
Owned-Oper. By.....Radio Sta. KDSX
Address .....Hotel Denison
Phone Number 3400
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Rambeau
Co-Owners.....B. V. Hammond, Jr., L. L. Hendrick
Program Director.....Allen Hundley
Chief Engineer .....Franklin Bailey

KDNT

DENTON—1938

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Harwell V. Shepard
Address .....Radio Center
Phone Number.....Central 4144
News Service .....UP
Transcription Service .....Thesaurus
Owner & Manager.....Harwell V. Shepard

KDDD

DUMAS—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By....North Plains Bcstg. Corp.
Address .....Box 337
Phone Number 2-5000
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Standard
Representative .....Hil F. Best
President.....Lucian M. Spencer
Gen., Sta., Comm. Mgr.....Ken Duke
Prom. Mgr., Pub. Dir.....Al Tremble
Program Director.....Bill Lask

KURV

EDINBURG—1947

Frequency: 710 Kc.....Power: 250 Watts d.
Owned-Operated By.....J. C. Looney
Address .....Edinburg
Phone Number 710
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....McGregor
Representative .....Forjoe
Membership .....NARTB
President.....James Cullen Looney
Gen. Mgr.....Albert C. Ryan
Sales Prom. Mgr.....Lloyd Barham
Program Director.....Bryant Arbuckle
Chief Engineer.....Irvan Williams

KULP

EL CAMPO—1948

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By..Wharton County Bcstg. Co.
Business Address.....515 E. Jackson St.
Phone Number 1390
Air Time.....6 a.m.-Local Sunset
News Service .....UP
Transcription Service .....Lang-Worth
President .....Culp Krueger
General Manager.....Bob Hathaway
Sales Prom. Mgr.....Ruth Hilton
Chief Engineer.....Joe Miller

KELP

EL PASO—1947

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Trinity Bdcstg. Corp.
Address .....Hills Bldg.
Phone Number 3-3650
Representative .....Pearson
President.....B. R. McLendon
General Manager.....Joe Roddy, Jr.
Commercial Manager.....Don Brooks
Program Director.....Ralph Webb, Jr.
Chief Engineer.....Ed Duty

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....KEPO, Inc.
Address .....2419 N. Piedras St.
Phone Number 5-2731
Air Time.....Full Time
News Service .....UP
Transcription Service...Standard, Lang-Worth
Representative .....Avery-Knodel, Inc.
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Miller C. Robertson
Sta., Comm. Mgr.....Willard L. Kline
Prom. Mgr., Prog., Pub. Dir....Cecil Sansbury
Chief Engineer .....E. L. Gemoets

KROD

EL PASO—1940—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Roderick Bcstg. Corp.
Business-Studio Address...2201 Wyoming St.
Phone Number 2-6551
News. Affil.....The Times
News Service .....AP
Transcription Service .....Capitol
Representative .....Taylor Co.
Membership .....NARTB, BAB
Chairman.....Dorrance D. Roderick
Pres., Gen., Comm. Mgr.....Val Lawrence
Promotion Manager.....T. Wiseheart
Program Director.....Ted Hunt
Chief Engineer.....Edward P. Talbott

KSET

EL PASO—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Rio Grande Bcstg. Co.
Address .....904 Magoffin
Phone Number 326-23
Representative .....McGillvra
Transcription Service .....Capitol
News Service .....AP
President .....Fred Harvey
General Manager.....George R. Thady
Commercial Manager.....Don Brooks
Program Director.....Juanita Wells
Promotion Manager.....Sheldon Turner
Chief Engineer.....Frederick Sheehan

KTSM

EL PASO—1929—NBC

Frequency: 1380 Kc. ...Power: 1000 d., 500 n.

AP SELLS

For Stations and Sponsors—

For instance . . . KONO

"KONO continually shows extremely high Hooper Ratings against 4 networks and 3 other stations. This speaks for the quality of AP news service, supplemented by our own local coverage. AP meets our every need for national and regional coverage."

BOB A. ROTH, SR.,
Commercial Manager,
KONO, San Antonio, Texas

Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
Bus.-Studio Address.....801 N. Oregon St.
Phone Number 2-5423
Air Time .....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service.....Thesaurus, World
Representative.....George P. Hollingbery
Membership .....NARTB
Pres., Gen. Mgr.....Karl O. Wyler
Commercial Manager.....Roy T. Capman
Prom. Mgr., Pub. Dir.....Karl O. Wyler, Jr.
Program Director.....Jack Chapman
Chief Engineer.....Kenneth J. Walton

KFLD

FLOYDADA—1951—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...West Texas Bcstrs. Inc.
Address .....Floydada
Phone Number 900
News Service .....UP
Transcription Service .....Standard
Representative .....Continental, Kellar
Membership .....NARTB, BAB
President .....Ed Holmes
Gen., Sta., Comm. Mgr.....W. Robison
Program Director.....Carl Minor
Chief Engineer.....Jack Clark

KCNC

FORT WORTH—1947

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Oper. By....Blue Bonnet Bcstg. Corp.
Bus.-Studio Address.....705 Main St.
Phone Number .....Fortune 7175
Air Time .....Daytime
News Service .....UP
Membership .....NARTB
Pres., Gen. Mgr.....J. H. Speck
Commercial Manager.....Herman Clark
Program Director.....Walt Jones
Asst. Mgr., Chf. Engr.....Chester Grubbs

KCUL

FORT WORTH—1946

Frequency: 1540 Kc. ...Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By .....East-West Bdcstg. Co.
Address .....3607 Camp Bowie Blvd.
Phone Number .....SUnset 6555
Air Time.....Full Time
News Service .....AP
Representative .....Burn-Smith
Transcription Service .....Thesaurus
Pres., Gen., Sta. Mgr.....Jas. G. Ulmer
Commercial Manager.....Bill Hightower
Sales Promotion Manager.....W. E. Moore
Program Director.....Herb Golombeck
Chief Engineer.....R. L. McAlister

KFJZ

FORT WORTH
MBS-TEXAS STATE

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tarrant Bcstg. Co.
Business-Studio Address....1201 W. Lancaster
Phone Number.....Ed 3474
News Service .....AP
Transcription Service .....World
Representative .....John Blair
Membership .....BAB
Pres., Gen. Mgr.....Gene L. Cagle
Comm. Mgr.....Clyde D. Pemberton
Pgm. Dir.....Hal Thompson
Chief Engineer.....James T. Peterson

KWBC

FORT WORTH 1946

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Worth Bcstg. Co.
Bus.-Studio Address.....Box 7116
Phone Number.....VA 1278
News Service .....UP
Representative ..... Rambeau
President .....Judge P. W. Seward
General Manager.....Lewis Love
Commercial Manager .....Pat McFathers
Sales Prom. Mgr. .....Charles Lewis
Program Director .....Dean McClain
Publicity Director.....Charles D. Hobbie
Chief Engineer.....Melvin Parsons

KXOL

FORT WORTH—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By....Fort Worth Bcstg. Co., Inc.
Bus.-Studio Address..1216 Pennsylvania Ave.
Phone Number .....Edison 1448
Air Time.....6 a.m.-M.
News Service .....AP
Representative.....John E. Pearson
Pres., Gen., Sta. Mgr.....E. Fletcher
Commercial Manager.....Jack Reed
Prog., Pub. Dir.....Al Gram
Chief Engineer.....John R. Crouse

. . . IT ISN'T NECESSARY!

WBAP Offers the BEST in Coverage, Market, Facilities, Programming!

Here's the TV story of WBAP!

FACILITIES—finest in the Southwest! 78,000 square feet of floor space, three studios, engineering and maintenance shops and storage rooms, a 502 foot tower 1138 feet above sea level!

COVERAGE—Sixteen fabulous counties surrounding Fort Worth and Dallas—the WBAP-TV market—foremost in the South, ahead of Houston and Miami! In addition, WBAP-TV offers the advertiser a BONUS VALUE —dominance of the extensive non-metropolitan audience as well.

MARKET—WBAP-TV delivers a $1½ Billion Market—the No. 1 Market in the South! In the WBAP-TV Primary Area of 16 counties, total buying income amounted to $1,950,527,870 during 1951. Over 700,000 viewers in this wealthy region have money to spend for merchandise of every kind. And note this—WBAP-TV's proven response area includes 30 wealthy Texas counties with a total poulation of 1,797,000 and total retail sales of $2,059,150,000.

No doubt about it—you'll find TOP facilities, TOP coverage, and the South's No. 1 Market—delivered by WBAP-TV!

STUDIO 1 . . . TELEVISION

Here's the AM-FM story of WBAP!

The Fort Worth-Dallas area, the No. 1 Market in the South, plus most of the Great Southwest is blanketed by WBAP with top quality local programs and shows from NBC, ABC and independent producers. Top Hooper ratings prove—it's WBAP for quick, certain sales results in this booming, bustling market.

In the combined Tarrant-Dallas County market area alone, total buying income was $1,751,959,000 during 1951. Total retail sales during the same period were $1,356,542,000.

WBAP facilities are the finest in the business—six studios, each with its own control room, color scheme and acoustical design, a master control room capable of handling ten programs at one time plus a completely equipped recording room housing Ampex Tape Recorders and RCA Disc Type Recorders. Field recording equipment also is available.

STUDIO C . . . RADIO

Check these latest BMB figures:

WBAP-820: 50,000 watts, clear channel . . . daytime BMB 976,380 families, 291 counties, 8 states; nighttime BMB, 1,078,200 families, 511 counties, 16 states.

WBAP-570: 5000 watts . . . daytime BMB 656,850 families, 193 counties, 2 states; nighttime BMB 581,810 families, 190 counties, 2 states.

Look to WBAP-AM-FM-TV for the BEST in coverage, facilities, market and programming.

RECORDING ROOM

For additional details write WBAP, 3900 Barnett, Fort Worth, Texas or see your Free & Peters man.

WBAP
AM-FM-TV
820 - 570 - Channel 5

STAR-TELEGRAM STATION • AFFILIATED with ABC • NBC • FORT WORTH, TEXAS
FREE & PETERS INC. Exclusive National representatives

AMON CARTER, *Chairman* HAROLD HOUGH, *Director*
AMON CARTER JR., *President* GEORGE CRANSTON, *Manager*
ROY BACUS, *Commercial Manager*

WBAP

FORT WORTH—1922
NBC-ABC-TQN

Frequency: 820 Kc.....Power: 50,000 Watts
Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Carter Publications, Inc.
Business Address.....3900 Barnett St.
Phone Number .....Ft. Worth LO-1981
Air Time.....Full Time
News Service .....AP
Trans. Service.....Associated, Cole, World
Representative.....Free & Peters
Membership .....NARTB
Bd. Chairman.....Amon Carter, Sr.
President.....Amon Carter, Jr.
Director .....Harold Hough
General Manager.....George Cranston
Commercial Manager.....Roy Bacus
Program Director.....Ed Lally
Promotion Manager.....Thaine Engle
Chief Engineer.....R. C. Stinson

KNAF

FREDERICKSBURG—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gillespie Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 347
Phone Number 311
Air Time.....Full Time
News Service .....AP
Representative.....Hil F. Best
President, Co-o.....Walter T. McKay
V.P., Co-o.....Mrs. Merle Moore
Chf. Engr., Comm., Gen. Mgr...Norbert A. Fritz

KGAF

GAINESVILLE—1947—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Gainesville Bcstg. Co.
Address .....Box 222
Phone Number.....248, 1600
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Standard, Ullman
President.....Joe M. Leonard, Sr.
General Manager.....Joe M. Leonard, Jr.
Comm. Mgr.....Earl Leonard
Program Director.....Frank Fancher
Chief Engineer.....Cordell Martin

KGBC

GALVESTON—1947

Frequency: 1540 Kc.....Power:1000 Watts d., 250 n.
Owned-Oper. By....The Galveston Bcstg. Co.
Business-Studio Address.....P. O. Box 1138
Phone Number 3-4329
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....SESAC
Station Representative.....John E. Pearson
Membershrip .....NARTB, BAB
General Mgr.....James W. Bradner, Jr.
Commercial Manager.....Orland O. Dodson
Prog. Dir., Ch. Eng.....C. P. Gilmore

KLUF

GALVESTON—1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The KLUF Bcstg. Co.
Business-Studio Address.....300 Haden Bldg.
Phone Number 5-6676
Air Time .....Unlimited
News Service .....UP
Representative.....William G. Rambeau
Pres., Gen. Mgr.....Geo. Ray Clough
Program Director.....Braden E. Clough
Chief Engineer.....Lee Clough

KSIJ

GLADEWATER—1949

Frequency: 1430 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....Gladewater Bdcstg. Co.
Address.....T. W. Lee Bldg.
Phone Number 2181
News Service .....AP
News. Affil.....Daily Mirror
Transcription Service .....Capitol
Representative .....Hil F. Best
President.....T. W. Lee
Gen., Sta. Mgr.....D. C. Reeh
Commercial Manager.....Robert Keith
Sales Prom. Mgr.....Tom Perryman
Program Director.....Thomas Reeh
Chief Engineer .....Lloyd Johnson

KCTI

GONZALES—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Gonzales Bcstg. Co.
Business Address.....425 St. George St.
Phone Number.....770
Air Time.....Full Time
News Service .....AP
Transcription Service .....SESAC
Representative.....Gene Grant, Cooke
Gen. Comm. Mgr.....Lawrence M. Walshak
Prom. Mgr., Pgm. Dir., Chief Engr.....
Frank Wilson, Jr.

KSWA

GRAHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Southwestair, Inc.
Address .....Box 1050
Phone Number.....1200
News Service .....UP
President.....Clay E. Thompson, Jr.
Gen., Comm. Mgr., Chf. Engr...H. V. Newsom
Program Director.....Eugene Turner

KGVL

GREENVILLE—1946
MBS-TEXAS STATE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Truett Kimzey
Address .....Box 1015
Phone Number 2066
Air Time.....18 hrs.
News Service ....AP
Representative .....Pearson
General Manager.....Leo Hackney
Program Director.....James D. Jones
Chief Engineer.....Stafford E. Davis

KCLW

HAMILTON—1948

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hamilton Bcstg. Co.
Bus.-Studio Address .....Box 592
Phone Number.....500
News Service.....UP
Transcription Service .....Thesaurus
Membership .....NARTB
President .....Clyde Weatherby
Gen., Sta., Comm. Mgr.....L. H. Smith
Prom. Mgr., Prog. Dir.....A. B. Scott
Chief Engineer .....Carl Knelly

KGBS

HARLINGEN—1941—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By ...Harbenito Bcstg. Co., Inc.
Phone Number 2200
Air Time.....Full Time
News Service .....UP
Transcription Service....Associated, Standard
Representative .....Pearson
President .....McHenry Tichenor
Gen., Sta. Manager.....Troy McDaniel
Commercial Manager.....Dave Bennett
Chief Engineer.....Al Beck

KSOX

HARLINGEN—1951—MBS

Frequency: 1530 Kc...Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By.....Roy Hofheinz
Address .....Houston, Tex.
News Service .....UP
Representative .....H-R Reps.
President .....Roy Hofheinz
General Manager.....Cleve Griffin
Commercial Manager.....Jack Crowenwett
Program Director.....Johnny Goodman
Publicity Director.....Pat Davis
Chief Engineer.....Harold Jones

KGRI

HENDERSON—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Henderson Bcstg. Co.
Business-Studio Address.....Box 1111
Phone Number 4528
News Service .....UP
Representative .....Best
Transcription Service.....World, SESAC
President.....Roy B. Cannon
Manager .....Cliff Crawford
Program Director.....John T. Cauley
Chief Engineer.....John M. Bolin

KPAN

HEREFORD—1948—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Marshall Formby
Address.....P. O. Box 868
Phone Number 860
Representative .....Best
Transcription Service .....Standard
News Service .....UP
President .....Marshall Formby
Gen. Sta. Mgr.....Clint Formby
Commercial Manager.....Joe Martin
Chief Engineer.....Dennis Surber

KHBR

HILLSBORO—1948

Frequency: 1560 Kc.....Power: 250 Watts d.
Owned-Operated By....Hill County Bcstg. Co.
Phone Number 594
Membership .....BAB
President.....Ray J. Williams

KATL

HOUSTON—1947

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By .....Texas Bdcsters., Inc.
Address .....412 Main St.
Phone Number .....PReston 3108
Air Time .....24 Hours
News Service .....UP
Transcription Service .....Lang-Worth
Representative ..... IMS
Membership .....NARTB, BAB
President .....William H. Talbot
Gen., Sta. Mgr. .....King H. Robinson
Program Director .....Johnny Edwards
Chief Engineer .....Edward Martin

KCOH

HOUSTON—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....William A. Smith
Business-Studio Address.....1 Main St.

Phone Number ..... Charter 1888
Air Time ..... Daytime
Representative ..... Clarke
President ..... William A. Smith
General Manager ..... Robert C. Meeker
Program Director ..... Val Springer
Commercial Manager ..... Robert Biggerstaff
Chief Engineer ..... Harold Rench

KLBS

HOUSTON—1948

Frequency: 610 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Trinity Bcstg. Corp.
Business-Studio Address ..... Milby Hotel
Phone Number ..... Preston 1161
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... World
Membership ..... NARTB
President ..... B. R. McLendon
General Manager ..... Ray A. Lewis
Commercial Manager ..... Bill Hall
Program Director ..... Webb Hunt
Chief Engineer ..... Harold Weinzel
Asst. Gen. Mgr. ..... Glenn Douglas

KNUZ

HOUSTON—1948

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Veterans Bcstg. Co.
Business-Studio Address ..... 4701 Caroline St.
Phone Number ..... Keystone 2581
Air Time ..... 24 Hours
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Forjoe
Membership ..... NARTB
President ..... Max H. Jacobs
Gen., Sta. Mgr. ..... David Morris
Commercial Manager ..... Jack Healy
Prog. Dir., Sls. Prom. Mgr. ..... Ken Grant
Publicity Director ..... S. Dixon
Chief Engineer ..... O. C. Crossland

KPRC

HOUSTON—1925

NBC—T. Q. N.

Frequency: 950 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... The Houston Post Co.
Address ..... Lamar Hotel
Phone Number ..... FAirfax 7101
News Service ..... AP
Transcription Service ..... Thesaurus
Representative ..... Edw. Petry & Co.
President ..... W. P. Hobby
Vice-Pres., Gen. Mgr. ..... Jack W. Harris
Commercial Manager ..... Jack McGrew
Promotion Manager ..... Marsh Callaway
Program Director ..... Frances Sullivan
Chief Engr. ..... Harvey T. Wheeler

KTHT

HOUSTON—1944—MBS

Frequency: 790 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Roy Hofheinz
Bus.-Studio Address ..... 4005 Travis St.
Phone Number ..... Keystone 5535
Air Time ..... 5:30 a.m.-12 M.
News Service ..... UP
Representative ..... H-R Reps.
President ..... Roy N. Hofheinz
Gen., Comm., Sta. Mgr. ..... Bill Bennett
Prom. Mgr., Pub. Dir. ..... Lauri Schutt
Program Director ..... Tim Osborne
Chief Engineer ..... O. B. Johnson

KTRH

HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc. ..... Power: 50,000 Watts
Owned-Operated By ..... KTRH Bdcstg. Co.
Phone Number ..... Preston 4361
News Service ..... AP, INS
News. Affil. ..... The Chronicle
Transcription Service ..... World
Representative ..... John Blair
President ..... B. F. Orr
Station Manager ..... Ray Herndon
Promotion Mgr. ..... Helen Bender
Program Director ..... Tom Jacobs
Engineers ..... Tom Hiner, Lester Mullan

KXYZ

HOUSTON—1930—ABC

Frequency: 1320 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Shamrock Bdcstg.
Address ..... Gulf Bldg.
Phone Number ..... CApitol 6151
Air Time ..... Unlimited
News Service ..... AP, UP
Newspaper Affiliation ..... Citizen Newspapers
Transcription Service ..... World, Capitol
Representative ..... Free & Peters, Inc.
Membership ..... NARTB, BAB
President ..... Glenn H. McCarthy
V.P., Gen. Mgr. ..... Fred Nahas
Sta., Comm. Manager ..... Ted Hills
Program Director ..... Ken Bagwell
Publicity Director ..... Rita Zenzen
Chief Engineer ..... Gerald R. Chinski

KSAM

HUNTSVILLE—1938—KBS-MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... M. B. Cauthen, T. F. Lott
Address ..... Highway 75 So.
Phone Number 30
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Capitol, SESAC
Membership ..... NARTB

President.....M. B. Cauthen
Gen., Sta. Mgr.....Ted Lott
Comm., Sales Prom. Mgr.....Roy Greer
Chief Engineer.....Albert W. Strong

KEBE

JACKSONVILLE—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bill A. Laurie
Phone Number 2211
Air Time .....6:30 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Gen. Mgr.....Bill A. Laurie
Station Manager.....Mrs. B. A. Laurie
Commercial Manager .....J. D. Spencer
Chief Engineer .....Eugene R. Kintz

KTXJ

JASPER—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Jasper Bcstg. Co.
Address.....Texas Theatre Bldg.
Phone Number 580
President .....Joe Fisher

KMBL

JUNCTION—1951

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.Kimble County Bcstg. Co.
Phone Number 70
Owner, Mgr.....Farrell M. Brooks

KERB

KERMIT—1950

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kermit Bcstg. Co., Inc.
Address .....Hway. 302
Phone Number 3481
Transcription Service.....Thesaurus, SESAC
News Service .....UP
President.....George H. Cook
General Manager.....H. J. Porter
Program Director.....Ray Boyd Kilman
Chief Engineer.....Truitt C. Howard

KERV

KERRVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Kerrville Bdcstg. Co.
Address.....P. O. Box 791
Phone Number .....990 and 999
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Membership .....NARTB
President .....Hal Peterson
Gen., Sta. Mgr.....William G. Feild
Prog., Pub. Dir. .....Carl Woodard
Chief Engineer .....James B. Lamb

KOCA

KILGORE—1936—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Sta. KOCA, Inc.
Address .....Box 989
Phone Number 2001
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
President.....Roy G. Terry
Gen., Sta. Mgr.....H. A. Degner
Sls. Prom. Mgr.....J. F. Davis
Program Director.....Bob Dupape
Chief Engineer.....Karem O. Soule

KINE

KINGSVILLE—1948

Frequency: 1330 Kc. ....Power: 1000 Watts d.
Address .....205 E. King St.
Phone Number.....1317
Address.....205 E. King St.
Air Time.....Day Time
News Service .....UP
Representative.....Hil F. Best
Membership .....NARTB
President.....James H. Clement
General Manager.....Ben A. Glusing
Comm., Sta. Mgr.....Eston R. Pace
Program Director.....Jerry Fullerton
Chief Engineer.....R. T. Whitaker

KPET

LAMESA—1947—KBS

Frequency: 690 Kc.....Power: 250 Watts
Operated By.....Lamesa Bcstg. Co.
Business Address.....502 S. First
Phone Number.....4707 and 2404
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Gen.-Sta. Mgr.....Bob Bradbury
Commercial Mgr.....Clayton Barkhurst
Sales Prom. Mgr.....Paul Singer
Program Dir.....Frances Singer
Publicity Dir.....Bob Harris
Chief Engineer.....Roland Ovelett

KHIT

LAMPASAS—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Lampasas Bcstg. Corp.
Address.....P. O. Box 228
Phone Number 721
President.....Lee H. Gupon

KVOS

LAREDO—1952—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Border Bcstrs., Inc.
Address.....P. O. Box 1498
Phone Number 3-4396
News Service .....UP
Representative .....Continental
President.....W. J. Harpole
General Manager.....Burney Jones
Commercial Manager.....Bill Douthitt
Program Director.....Evelyn Jones
Chief Engineer.....Frank Manuel

KLVT

LEVELLAND—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Herald Bcstg. Co.
Address .....P. O. Box 866
Phone Number 1030
News. Affil....."Hockley County Herald," "Daily News Sun"
News Service .....AP
Transcription Service.....World, Thesaurus
Station Representative .....Melville
President .....Forrest Weimhold
General Manager.....V. King
Membership .....BAB
Commercial Manager.....V. Larsen

KVOW

LITTLEFIELD—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwestern Bcstrs.
Business Address.....Box 192
Phone Number 192
News Service .....AP
Transcription Service .....SESAC
President .....J. C. Rothwell
General Manager.....J. B. McShan
Program Director.....Othell W. Whitson
Chief Engineer.....Herbert Rains

KFRO

LONGVIEW—1934
ABC-KBS-TEX. STATE

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Voice of Longview
Bus.-Studio Address.....Curtis Bldg., P. O. Box 792
Phone Number 1370, 411
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Donald Cooke
Membership .....NARTB, BAB
President.....James R. Curtis

KLTI

LONGVIEW—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By..LeTourneau Radio Corp.
Address .....P. O. Box 1866
Phone Number.....4331
News Service .....UP
Transcription Service ...Associated, Standard
Representative .....Pearson
Membership .....NARTB
President.....R. G. LeTourneau
Gen., Sta. Mgr.....Arthur L. Greene
Com. Prom. Mgr.....Alvin E. Vinson
Prog., Pub. Dir.....George D. Womack
Chief Engineer.....Ken Maxwell

KCBD

LUBBOCK—1946—MBS

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Caprock Bcstg. Co.
Business-Studio Address.....1803 Broadway
Phone Number 5-6348
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NARTB, BAB
President, General Mgr.....Joe H. Bryant
Assistant Manager.....Robert L. Snyder
Commercial Manager.....George L. Tarter
Prom., Pub. Dir.....Leroy L. Land
Program Dir.....Robert L. Sanders
Chief Engineer.....Frank Lee

KFYO

LUBBOCK—1927—ABC

Frequency: 790 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By..Plains Radio Bcstg. Co., Inc.
Business-Studio Address.....914 Ave. J
Phone Number 5-5567
Air Time.....6 a.m.-M.
News Service.....AP, UP
Trans. Serv.....Standard, Capitol, Thesaurus
Representative .....Taylor Co.
Membership .....NARTB
Vice Pres.....Parker F. Prouty
Sta. Mgr.....Gordon Thompson
Program Dir.....John Kennedy
Publicity Dir.....Jerry Henderson
Chief Engineer.....Scott Bledsoe

KSEL

LUBBOCK—1946

Frequency: 950 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Lubbock Bcstg. Co.
Business Address.....Box 1524

Phone Number 3-0484
Air Time ..... 6 a.m.-M.
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Wm. G. Rambeau & Co.
Membership ..... NARTB, BAB
President ..... Walter G. Russell
General Manager ..... David P. Pinkston
Commercial Mgr. ..... M. M. Rochester
Program Director ..... Wesley Youngblood
Chief Engineer ..... John R. Bell

KRBA

LUFKIN—1938—KBS-ABC

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Darrell E. Yates
Address ..... 110 S. First St.
Phone Number 3-6661
Representative ..... Continental Radio Sales
Owner, Promotion Manager ... Darrel E. Yates
Chief Engineer ..... Ambrose Maxim

KTRE

LUFKIN—1947—MBS

Frequency: 1420 Kc. ..... Power: 1000 Watts d., 1000 Watts n.
Owned-Oper. By ..... Forest Capitol Bcstg. Co.
Address ..... P. O. Box 701
Phone Number 3-3771
Air Time ..... 5:25 a.m.-M.
News Service ..... AP
Transcription Service ..... World
Representative ..... Taylor Co.
Membership ..... NARTB, BAB
President ..... R. W. Wortham, Jr.
Gen., Sta., Comm. Mgr. ..... Richman G. Lewin
Comm., Prom. Mgr. ..... Murphy Martin
Program Director ..... Royce Christenson
Publicity Dir. ..... Ernestene Burroughs
Chief Engineer ..... Fred C. Hill

KMHT

MARSHALL—1947
MBS—TEX. STATE—KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Marshall Bcstg. Co.
Business-Studio Address ..... 109 W. Rusk St.
Phone Number 7826-7
Air Time ..... 6 a.m.-11 p.m.
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Pearson
President ..... F. M. Skinner
General Manager ..... Earl Fletcher
Station Manager ..... Myrl Stein
Comm. Mgr. ..... John Strength, Jr.
Program Dir. ..... George Warwick
Chief Engineer ..... R. L. Clay

KRIO

McALLEN—1947—ABC

Frequency: 910 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Frontier Bcstg. Co., Inc.
Business Address ..... P. O. Box 1551
Phone Number 6-5454
Air Time ..... 6 a.m.-11:30 p.m.
News Service ..... AP
Representative ..... Weed
President ..... Gene L. Cagle
Gen. Manager ..... Stanley Wilson
Program Dir. ..... Normand Mann
Chief Engineer ..... Wm. Meiners

KMAE

McKINNEY—1947

Frequency: 1600 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By .... McKinney Air Enterprises, Inc.
Bus.-Studio Address ..... 218 E. Virginia St.
Phone Number 183-4
Transmitter Location .. 1½ Mi. W. of McKinney
Air Times ..... 6:30 a.m.-sunset
News Service ..... AP
Transcription Service ..... World
Pres., Gen. Mgr. ..... George W. Smith, Jr.
Station Manager ..... Miss Denise Adkins
Comm., Sales Prom. Mgr. ..... Melvin Belew
Consulting Engineer ..... C. W. Rampy

KCRS

MIDLAND—1935—ABC
TEXAS STATE

Frequency: 550 Kc. ..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By .... Clarence Scharbauer, Jr., Ruth Scharbauer
Business-Studio Address ..... Box 1072
Phone Number 2-4393
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... John E. Pearson
Membership ..... NARTB
President ..... Clarence Scharbauer, Jr.
Gen., Sta. Mgr. ..... Wallace R. Jackson
Comm. Mgr. ..... Eleanor McDonald
Prog., Pub. Dir. ..... Dean Baker
Sales Prom. Mgr. ..... Robert L. Warren
Chief Engineer ..... Tom Yates

KJBC

MIDLAND—1950—KBS

Frequency: 1150 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Jack Cecil
Address ..... Box 1658
Phone Number 4-5152
News Service ..... UP

Representative .....Best
Pres., Gen. Mgr., Chief Engr.....Jack Cecil
Commercial Manager.....Mareen White
Sales Promotion Manager.....Bill Bennington
Program Director.....Kieth Ward
Publicity Director.....Deltha Elliot

KORC

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc.....Power: 250 Watts d.
Owned-Operated By.....J. Elroy McCaw
Address.....1615 S.E. 14th Ave.
Phone Number 319
News Service .....AP
President.....J. Elroy McCaw
Gen., Comm., Prom. Mgr.....Vic Rugh
Chief Engineer.....W. M. McCreary, Jr.

KVKM

MONAHANS—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Monahans Bcstrs., Inc.
Address .....Radio Center
Phone Number 438
News Service .....UP
Transcription Service .....World
Representative .....Hil F. Best
Membership .....NARTB
General Manager.....J. R. Rucker
Commercial Manager.....Joe Collins
Program Director.....Bert Mitchell
Chief Engineer.....Don Bassman

KIMP

MOUNT PLEASANT—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mt. Pleasant Bcstg. Co.
Business Address.....Box 990
Phone Number 915
News Service .....AP
Transcription Service .....Standard
Membership .....NARTB, BAB
President, General Mgr.....Winston O. Ward
Program Director.....Ruby Stanley
Chief Engineer.....Cliff Taylor

KOSF

NACOGDOCHES—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Kelly Bell
Address.....Allen Bldg., Midland
Phone Number 1230
News Service.....UP
Transcription Service .....World
Membership .....NARTB, BAB
President.....Kelly Bell
General Manager .....J. C. Stallings
Comm. Mgr.....Frank Murray
Program Director.....R. C. Atherton
Chief Engineer.....Frank Murray

KSFA

NACOGDOCHES—1947

Frequency: 860 Kc.....Power: 1000 Watts
Owned-Oper. By ...Nacogdoches Br. Co., Inc.
Address.....2107 North St.
Phone Number 860
Air Time .....Daytime
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen., Sta., Comm. Mgr...Wilbur C. Fouts
Sales Promotion Manager....Sara Jane Moon
Prog., Comm. Dir.....Mrs. Betty Barnett
Chief Engineer.....Leroy Morgan

KGNB

NEW BRAUNFELS—1950

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Comal Bcstg. Co.
Address .....184 Castell
Phone Number 1612
Transcription Service .....Thesaurus
News Service .....AP
President.....Charles W. Scruggs
General Manager.....F. T. Wilson
Pgm., News Dir.....Howard Edwards
Chief Engineer.....G. R. Coker

KECK

ODESSA—1947

Frequency: 920 Kc.....Power: 1000 Watts d.
500 Watts n.
Owned-Operated By..Ector County Bcstg. Co.
Business Address.....Box 1369
Phone Number 6-5791-2
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
Owner, Gen., Sta. Mgr., Pub. Dir...Ben Nedow
Commercial Manager.....Sol Scherman
Prod., Prg. Director.....Roy Elsner
Chief Ann., News Editor.....Tom Rollins
Chief Engineer.....Glenn Cook, Jr.

KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Odessa Bcstg. Corp.
Business-Studio Address.....115 W. 6th
Phone Number 6-4301
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Taylor Co.
Membership .....NARTB
Pres., General Manager.....Cecil L. Trigg
Commercial Manager.....Jay Mehaffey
Sales Prom. Mgr.....Ed Costello
Program Manager.....John Vacca
Publicity Director.....Charlie King
Chief Engineer.....James Simpson

KRIG

ODESSA—1945—MBS-KBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Oil Center Bcstg. Co., Inc.
Address .....Crane Hway.
Phone Number 6-6871-2
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....Hil F. Best
President.....R. O. Canon
General Manager.....Jack W. Hawkins
Promotion Manager.....Joe Wallace
Commercial Manager.....Spec Gammon
Station Manager.....Marguerite Larue
Program Director.....Jack Lee
Chief Engineer.....Jody Singleton

KOGT

ORANGE—1948—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Sabine Area Brcstg. Corp.
Address .....Lucas Bldg.
Phone Number 6-2021
News Service .....UP
Transcription Service .....Associated
President .....M. L. Jacobs
General Manager.....Ed Lovelace
Commercial Manager.....Frank Dusenbury
Program Director.....Jerome Oppel
Sales Prom. Mgr.....Harry Harrison
Chief Engineer.....S. J. Woodworth

KNET

PALESTINE—1936—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Palestine Bcstg. Corp.
Business-Studio Address.....P. O. Box 649
Phone Number 8686
Air Time.....6:30 a.m.-10 p.m.
News Service .....UP
President.....B. A. Laurie
Chief Engineer.....J. W. Kriegel

KPAT

PAMPA—1951

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....J. C. Daniels
Address .....N. Hobart
Phone Number 2511
News Service .....UP
Transcription Service .....Capitol
Representative .....Pearson
President .....J. C. Daniels
General Manager.....Tom Capps
Program Director.....Al Goodnight
Chief Engineer.....Edward Murphree

KPDN

PAMPA—1936—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....W. Hasse, C. Palmer
Address .....Hughes Bldg.
Phone Number 1100
Air Time .....6 a.m.-12 M.
News Service.....AP
Transcription Service .....World
Membership .....NARTB, BAB
Gen., Sta. Manager.....Coy Palmer
Comm. Mgr.....Kay Fancher
Chief Engineer .....Garth W. Osborn

KFTV

PARIS—1950—KBS

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Operated By....Lamar Bcstg. Co., Inc.
Address.....First Nat'l Bank Bldg.
Phone Number 166
News Service .....UP
Transcription Service .....SESAC
Representative .....Best
Pres., Comm. Mgr.....D. W. Brawner
Gen., Sta. Mgr.....James F. Hendrix
Chief Engineer.....Travis Fodge

KPLT

PARIS—1936—ABC—TEXAS STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....No. Star Bcstg. Co., Inc.
Phone Number 1124-5-6
Address .....Hway. 124
Air Time.....5:30 a.m.-11 p.m.
News Service .....AP
Representative.....John E. Pearson
Pres., Gen. Mgr.....Fred Kincaid
Commercial Manager.....Bob Prichard
Sales Prom. Mgr.....Bill Hogue
Program Dir.....Bill Davis
Publicity Dir.....Marion Wagner
Chief Engineer.....Paul H. Daniels

KLVL

PASADENA—1950

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Felix H. Morales
Address.....Pasadena State Bank Bldg.
Phone Number.....Grand 2-1361
President, Gen. Mgr.....Felix H. Morales
Station Mgr.....C. B. Rice
Comm. Mgr.....Alberto Rodriguez
Program Director.....Victor Lara Ortegen
Chief Engineer.....Eugene C. McNally

KIUN

PECOS—1935—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Oper. By..Jack Hawkins, Barney Hubbs
Business-Studio Address.....306 S. Sedar St.
Phone Number 999-8
Transmitter Location.....1 Mi. N. of Town
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....UP
Representative .....Hil F. Best
General Manager.....Jack Hawkins
Commercial Manager.....David Martin
Program Director.....W. D. Martin, Jr.
Publicity Dir. .....Barney Hubbs
Consulting Chf. Engr....Harry W. Boehnemann

KEYE

PERRYTOWN—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Great Plains Bcstg. Co.
Address .....Box 917
Air Time.....6 a.m.-10:30 p.m.
Membership .....NARTB
President.....Carl Ellis
Gen., Sta., Comml. Mgr.....Irvin R. Buchanan
Sales Prom. Mgr.....Jerry Drennan
Program Director .....Zeb Williams
Chief Engineer.....Coy Thompson

KVOP

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KVOP, Inc.
Business-Studio Address.....Veigel Bldg.
Phone Number 1400
News Service .....AP
Membership .....NARTB
President .....W. J. Harpole
Gen., Sta. Manager.....Kermit Ashby
Commercial Mgr.....Bill Harrell
Program Dir.....Doug Sewell
Chief Engineer.....Hugh Smith

KBOP

PLEASANTON—1951—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Atascosa Bcstg. Co.
Phone Number 4871
Transcription Service.....World, SESAC
Representative .....Best
News Service .....INS
General Manager.....Ben L. Parker
Commercial Manager.....Cloyd Royal
Chief Engineer.....Mona Parker

KOLE

PORT ARTHUR—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Arthur Bcstg. Co.
Business Address.....P. O. Box 1126
Phone Number 2-9436
Ptnr., Gen. Mgr., Chf. Engr.....Socs Vratis

KPAC

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Port Arthur College
Bus.-Studio Address.....1500 Procter St.
Phone Number 5-7458
Air Time ..... 6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB
Sta., Gen. Manager.....Marjorie R. Vickers
Comm. Mgr.....George Crouchet, Jr.
Sales Prom. Mgr.....Corrine Enos
Program Dir.....Jane Crouch
Publicity Director.....Mack Newberry
Chief Engineer.....M. Glenn Boatright

KOLJ

QUANAH—1951—KBS

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Operated By.....Orville L. Jenkins
Address .....Box 566
Phone Number 654
News Service .....AP
Gen., Sta. Mgr.....Orville L. Jenkins
Commercial Manager.....Helen Norris
Prog. Dir. & Ch. Eng.....Richard O. Dormier

KFRD

ROSENBERG—1948

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ford Bend Bcstg. Co.
Business Address.....P. O. Box 832
Phone Number 980
Air Time.....6 a.m.-Sunset
News Service .....UP
Transcription Service .....Lang-Worth
Gen., Comm., Sales Prom. Mgr...Jim Hairgrove
Chief Engineer.....Frank Wood

KGKL

SAN ANGELO—1928—ABC

Frequency: 960 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....KGKL, Inc.
Business-Studio Address.....P. O. Box 850
Phone Number 6715
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Representative.....John E. Pearson
Membership .....NARTB
President.....H. C. Ragsdale
General Manager.....Lewis O. Seibert
Program Director.....Franklin Rainey
Chief Engineer.....William Poteet

KTXL

SAN ANGELO—1947
MBS-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Wes-Tex Bcstg. Co., Inc.
Bus.-Studio Address.....1901 W. Beauregard
Phone Number 7183
News Service .....UP
Representative .....Taylor
President.....Armistead D. Rust
General Manager.....Robert McClellan
News Dir., Comm. Mgr.....Walton Foster
Chief Engineer.....Robert Benson

KABC

SAN ANTONIO—1926—ABC

Frequency: 680 Kc.....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Oper. By.....Alamo Bcstg. Co., Inc.
Business-Studio Address.....Milam Bldg.
Phone Number .....Fannin 3126
Air Time .....5 a.m.-12 M.
News Service .....AP
Membership .....BAB
Representativc .....John Blair
President.....Gene L. Cagle
Station Manager.....Bill Michaels
Comm. Mgr.....Bill Joekel
Prog., Prom. Director.....Jim Wiggins
Chief Engineer.....Joseph B. Haigh

KCOR

SAN ANTONIO—1946

Frequency: 1350 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....KCOR, Inc.
Business-Studio Address.....KCOR Bldg.
Phone Number.....Cathedral 1301
News Service .....UP
Representative .....O'Connell
President, Gen. Mgr.....Raoul A. Cortez
Station Mgr.....Joe Harry
Program Dir.....Lalo Astol
Publicity Dir.....Bill Lamar
Chief Engineer.....Kenneth Hyman

KITE

SAN ANTONIO—1947

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Station KITE
Business-Studio Address....310 Transit Tower
Phone Number.....Fannin 0335
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Pearson
Membership .....BAB
Pres., Gen. Mgr.....Charles W. Balthrope
Asst. Sta. Mgr.....Alex A. Coe
Chief Engineer.....John Siercovich

KIWW

SAN ANTONIO—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By....Good Neighbor Bcstg. Co.
Address.....518 W. Houston St.
Phone Number.....Fannin 5254
Air Time .....Daylight
Representative .....McGillvra
President .....Joe Olivares
Station Manager.....L. E. Richards
Commercial Manager.....Gene Johnson
Chief Engineer.....L. E. Richards

KMAC

SAN ANTONIO—1926—MBS

Frequency: 630 Kc.....Power: 5,000 Watts
Owned-Oper. By.....The Walmac Co.
Address .....KMAC Bldg.
Phone Number.....Belmont 3-6211
Representative .....Hollingbery
Pres., Gen., Comm. Mgr....Howard W. Davis
Sales Promotion Manager.....Sam Young
Program Director.....A. S. (Tony) Bessan
Chief Engineer .....Al Knight

KONO

SAN ANTONIO—1927

Frequency: 860 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By.....Mission Bdcstg. Co.
Address.....317 Arden Grove
Phone Number.....Fannin 5171
Air Time.....24 hrs.
News Service .....AP
Transcription Service .....Capitol
Representative .....Forjoe
Membership .....NARTB, BAB
Pres., Owner .....Eugene J. Roth
General Manager.....Jack L. Pink
Commercial Manager.....Bob Roth
Program Director.....Robert F. Jenkins
Publicity Director .....Jack Roth
Chief Engineer.....George Ing

KTSA

SAN ANTONIO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Sunshine Bcstg. Co.
Business-Studio Address.....Ave. E. & 3rd St.
Phone Number .....Garfield 1251
News Service.....AP, UP
Transcription Service..Associated, MacGregor
Representative.....Free & Peters
President..... .....Frank G. Huntress, Jr.
Genl., Comm. Mgr.....Charles D. Lutz
Program Director.....H. H. Carr
Chief Engineer.....W. G. Egerton

WOAI

SAN ANTONIO—1922—NBC-TQN

Frequency: 1200 Kc.; Power: 50,000 Watts d.,n.
Owned-Oper. By....Southland Industries, Inc.
Address .....1031 Navarro St.
Phone Number .....Garfield 4221
Air Time .....Unlimited
News Service .....AP, INS, UP
Transcription Service .....World
Representative .....Edward Petry & Co., Inc.
Membership .....BAB
President .....Hugh A. L. Halff
Gen., Sta. Manager.....Arden X. Pangborn
Commercial Manager.....Rex Preis
Sales Promotion Manager.....Dallas Wyant
Publicity Director .....Imogene Stanley
Chief Engineer .....Charles L. Jeffers

KCNY

SAN MARCOS—1948—KBS

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Central Brcstg. Co.
Address .....P. O. Box 32
Phone Number 888
Transcription Service .....Lang-Worth
Station Representative .....Hil F. Best
President.....Edw. C. James
General Mgr.....Tom C. Fleet
Comm. Mgr.....Princess J. Fleet
Sales Prom. Mgr.....Charles P. Riley
Program Dir.....Tom Loy
Chief Engineer.....Charles Sinzel

KWED

SEGUIN—1948

Frequency: 1580 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....Seguin Bdcstg. Co.
Business-Studio Address.....200 S. Camp St.
Phone Number 1580
Air Time .....Daytime
News Service .....UP
Membership .....NARTB
Representative .....Hil F. Best
General Manager.....Garfield Kiel
Comm., Sta. Mgr.....Stan McKenzie
Prog. Dir., Chief Announcer...Henry Lehnhoff
Chief Engineer.....Louis Sowder

KSEY

SEYMOUR—1950

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....W. C. Moss, Jr.
Address .....Seymour
Phone Number 2525
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Hil F. Best
Pres., Gen., Comm. Mgr.....W. C. Moss, Jr.
Program Dir.....Elizabeth Moss
Chief Engineer.....Luke M. Stribling

KRRV

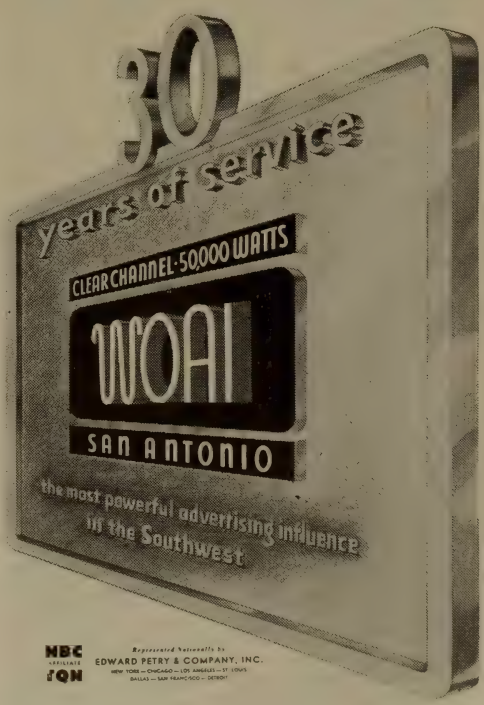
SHERMAN-DENISON—1936
MBS-TEX STATE

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.Red River Valley Bcstg. Corp.
Address.....Box 94 (Denison)
Box 665 (Sherman)
Phone Number...423 (Denison); 201 (Sherman)
Representative .....Pearson
Transcription Service.....Associated, World
News Service .....UP
President.....G. H. Wilcox
General Manager..Tom E. Spellman (Sherman)
Al Donaldson (Denison)
Commercial Manager.....George Myers
Program Director.....Earl Ellington
Chief Engineer.....Tom Johns

KTAN

SHERMAN—1947—KBS

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned-Operated By.....Sherman Bcst. Corp.
Business-Studio Address.....Box 661
Phone Number 2910
Air Time .....Daytime



News Service ..... AP
Membership ..... BAB
Representative ..... Hil F. Best
President ..... Charles Cain
Sta., Comm. Mgr. ..... William A. Jaco
Sec'y-Treas. ..... Jessie Mae Cain
Program Director ..... James Shelton
Chief Engineer ..... Charles Cain

KSNY

SNYDER—1949

Frequency: 1280 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Snyder Bdcstg. Co.
Address ..... Box 661
Phone Number 2910
News Service ..... UP
Pres., Gen. Mgr. ..... J. T. Hughes
Commercial Manager ..... Mrs. Nat Chapman

KDWT

STAMFORD—1947—MBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... David W. Ratliff
Phone Number ..... 1400 or 866
Air Time ..... 7 a.m. to 10 p.m.
News Service ..... AP
Pres., Gen., Sta. Mgr. ..... David W. Ratliff
Comm., Prom. Mgr. ..... George Morey
Prog., Pub. Dir. ..... Billye Watson
Chief Engineer ..... M. O. Harrison

KSTV

STEPHENVILLE—1947

Frequency: 1510 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Galen O. Gilbert & J. R. Kincaid
Address ..... P. O. Box 102
Phone Number 950
Transcription Service ..... Standard
News Service ..... UP
Gen., Sta., Comm. Mgr. ..... Galen O. Gilbert
Sales Prom. Mgr. ..... John Dyer
Prog., Pub. Dir. ..... Jack Reeves
Chief Engineer ..... Floyd Jeter

KSST

SULPHUR SPRINGS—1947
MBS-KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Hopkins County Bcstg. Co.
Bus-Studio Address ..... Radio Rd.
Phone Number 1230
Air Time ..... 6 a.m.-10:15 p.m.
Pres., Gen. Mgr. ..... Bill Bradford
Commercial Manager ..... Clovis Pinion
News Director ..... Margaret Thomas
Chief Engineer ..... William E. Bradford, Jr.
Program Director ..... Lona Ruth Long

KXOX

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Radio & News, Inc.
Bus.-Studio-Transmitter Address ..... Box 570
Phone Number 4655-6
Air Time ..... 6:15 a.m.-11 p.m.
News Service ..... UP
Representative ..... Hil F. Best
President ..... J. S. McBeath
Gen., Sta. Manager ..... J. Harley Hubbard
Comm., Sales Prom. Mgr. ..... Elwood Fritch
Program Dir. ..... Dale Wood
Chief Engineer ..... J. T. Allen

KTAE

TAYLOR—1948

Frequency: 1260 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... KTAE, Inc.
Business Address ..... 121 E. Second St.
Phone Number 1260
News Service ..... UP
Transcription Service ..... World
Pres., Gen. Mgr. ..... Graham Gillis Conoley
Commercial Manager ..... John M. Wehby
Prod., Pgm., News Dir. ..... R. S. Heller
Chief Engineer ..... Gordon W. Rainey
Promotion Manager ..... Bob Mitchell

KTEM

TEMPLE—1936—MBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Bell Bcstg. Co., Inc.
Business-Studio Address ..... 17 S. Third St.
Phone Number 3-5252
Air Time ..... 6 a.m.-11 p.m.
News Service ..... UP
Transcription Service ..... Thesaurus
Membership ..... NARTB, BAB
President ..... Frank W. Mayborn
General Manager ..... Burton Bishop
Chief Engineer ..... Curtis M. Casey

KTER

TERRELL—1950

Frequency: 1570 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Terrell Bcstg. Corp.
Address ..... Terrell
Phone Number 1710
Transcription Service ..... SESAC, Thesaurus
News Service ..... UP
Membership ..... NARTB, BAB
Pres., Gen. Mgr. ..... Paul A. Wnorowski
Pub., Prom. Mgr. ..... Lee Dacus
Program Dir. ..... Bill Collins
Chief Engineer ..... Fred Wnorowski

KCMC

TEXARKANA—1932
ABC-TEX. STATE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KCMC, Inc.
Business-Studio Address.....317 Pine St.
Phone Number 3-6151
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Serv....Lang-Worth, Associated
Representative .....Taylor
Membership .....NARTB, BAB
General Manager.....Frank O. Myers
Program Director.....Donald Myers
Chief Engineer.....Harvey Robertson

KTFS

TEXARKANA—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KTFS, Inc.
Bus.-Studio Address.....Radio Center Bldg.
Phone Number 3-5123
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Transcription Service .....Devney
Membership .....NARTB
General Manager.....David M. Segal
Commercial Manager .....Tom Alford
Program Director.....Les Eugene
Chief Engineer.....Fred Parks

KTLW

TEXAS CITY—1948—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Long Radio Enterprises
Business-Studio Address.....Bay City
Phone Number.....Texas City 5-4418
News Service .....UP
President.....John G. Long
Gen., Sta. Mgr.....Joe Brown
Commercial Manager.....Edson Foster
Program Director.....Guy H. Popham, Jr.
Chief Engineer.....Burl N. Campbell

KGKB

TYLER—1930—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Lucille Buford Lansing
Bus.-Studio Address.....115 South College
Phone Number 23875
Air Time.....5:30 a.m.-M.
Transcription Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB
President .....Lucille Buford
General Manager.....Marshall Pengra
Program Dir.....Gerald Lansing
Chief Engineer.....Hudson C. Collins

KTBB

TYLER—1947—TSN

Frequency: 600 Kc.....Power: 500 Watts d.
1000 Watts n.
Owned-Operated By....Blackstone Bcstg. Co.
Business-Studio Address.....Blackstone Hotel
Phone Number 4-7278
News. Affil.....“Courier Times Telegraph”
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Taylor Co.
Membership .....NARTB, BAB
Director.....S. H. Bothwell
General Mgr.....M. E. Danbom
Comm., Prom. Mgr.....Herbert Golombeck
Program Dir.....Don Jackson Tausch
Publicity Dir.....David H. Bothwell
Chief Engineer.....R. A. Wileman

KVOU

UVALDE—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....E. J. & W. J. Harpole
Address.....1450 Batesville Rd.
Phone Number.....717
News Service .....UP
Membership .....BAB
General Manager.....Edward J. Harpole
Station Mgr.....Bob Hicks
Comm., Prom. Mgr.....Joe Watson, Jr.
Program Dir.....Sally Adams
Chief Engineer.....Les Miller

KVWC

VERNON—1939

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Northwestern Bcstg. Co.
Business-Studio Address.....1813 Wilbager
General Manager.....W. R. Hixon

KNAL

VICTORIA—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Victoria Bcstg. Co.
Address .....Box 642
Phone Number 1410
News Service .....UP
Trans. Serv.....Capitol, SESAC, Thesaurus
Representative.....Hil F. Best
President.....A. B. Alkerk
Gen., Comm., Prom. Mgr.....Robert Tharp
Program Director.....Sam Sitterle
Chief Engineer.....Douglas Smith

KVIC

VICTORIA—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Oper. By.....KVIC Bcstg. Co.
Business Address.....Box 725
Phone Number 1106-7
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Membership .....BAB
President.....J. G. Long
Gen., Comm. Mgr., Pub. Dir...William C. Burks
Sales Prom. Mgr.....Hans Felix Breitbarth
Program Dir.....Wilburn H. Jackson
Chief Engineer.....Ed Lamprecht

KWTX

WACO—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KWTX Bcstg. Co.
Business-Studio Address.....P. O. Box 3128
Phone Number 3-7331
News Service .....AP
Transcription Service .....World
Representative .....Everett McKinney
Membership .....NARTB
Gen., Sta. Manager.....M. N. Bostick
Commercial Manager.....J. M. Brinegar
Sales Prom. Mgr.....Rex Bodoin
Program Dir.....Bob Walker
Chief Engineer.....L. R. Grubbs

WACO

WACO—1922—ABC

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Business Address.....3620 Franklin Ave.
Phone Number 2-6571
Air Time..... 6a.m.-M.
News Service .....AP
Representative .....Weed
Membership .....NARTB
General Manager.....R. Lee Glasgow
Program Dir.....Douglas S. Rains
Chief Engineer.....Jesse H. Dove

KRGV

WESLACO—1927—NBC-TQN

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....Taylor Radio & TV Corp.
Bus.-Studio-Transmitter Address..201 Border St.
Phone Number 375
Air Time.....5:45 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....World, SESAC
Representative .....Taylor Co.
Membership .....NARTB
President.....O. L. Ted Taylor
General Manager.....Byron W. Ogle
Sales Prom. Mgr.....Ted Cressner
Program Director.....James D. Cook
Chief Engineer.....O. Lewis Hartwig

KFDX

WICHITA FALLS—1947—ABC

Frequency: 990 Kc.....Power: 10,000 Watts d., 1,000 Watts n.
Owned-Oper. By ..Wichtex Radio and Tel. Co.
Address.....City Natl. Bldg.
Phone Number 2-8668
Air Time.....5:30 a.m. to 12 M.
News Service .....UP
Transcription Service.....World, SESAC
Station Representative .....Taylor Co.
Membership .....NARTB
Pres., Gen. Mgr.....Darrold A. Cannan
Station Manager.....John White
Commercial Manager.....Mott M. Johnson
Program Director.....Warren Silver
Chief Engineer .....John Adams

KTRN

WICHITA FALLS—1949—MBS

Frequency: 1290 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Texoma Bcstg. Co.
Address.....917½ Scott St.
Phone Number 2-5214
News Service .....AP
Representative .....Pearson
Pres., Gen. Manager.....Boyd Kelley
Commercial Manager .....Sid Grayson
Program Director.....Bill Edgar
Chief Engineer.....Bob Harmon

KWFT

WICHITA FALLS—1939—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.Rowley-Brown Bcstg. Co.
Business-Studio Address.....P. O. Box 420
Phone Number 4181
Air Time .....5:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB, BAB
President, General Manager....Kenyon Brown
Station Manager.....Charles E. Clough
Comm. Sales Prom. Manager.....A. L. Pierce
Program Director .....Blaine Cornwell
Chief Engineer.....Herbert T. Wiley

UTAH

Pop. April 1, 1953 (Est.) 712,000—Total Housing Units 202,000
Families April 1, 1953 (Est.) 188,000—Stations in State 18

KBUH

BRIGHAM CITY—KBS

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Wade Ebeling
Address.....948 W. Forrest St.
Phone Number 948
Air Time .....Sunrise-sunset
News Service .....UP
Membership .....BAB
Pres., Gen., Comm. Mgr.....Wade Ebeling
Sales Prom. Mgr.....Thomas Mehan
Prog., Pub. Dir.....Melvin Richardson
Chief Engineer.....Samuel Stevans

KSUB

CEDAR CITY—1937—CBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....So. Utah Bcstg. Co.
Address.....189 N. Main St.
Phone Number 398-9
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Reps.....Bonneville, CBS Spot Sales
Membership .....NARTB, BAB
President .....Ivor Sharp
General Manager.....Arthur Higbee
Sales Mgr.....W. V. Lowe
Program Director.....Robert Heyborne
Chief Engineer.....Richard Gunn

KVNU

LOGAN—1938
MBS-INTERMOUNTAIN-KBS

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Cache Valley Bcstg. Co.
Address .....1393 N. Main St.
Phone Number 1400
Air Time .....6:00 a.m. to 12:00 p.m.
News Service .....UP
Transcription Service .....World
President .....Herschel Bullen
Gen., Sta. Mgr.....Reed Bullen
Comm., Sales Prom. Mgr.....W. W. Kirkland
Program Director.....Morgan White
Chief Engineer.....Wm. Jones

KMUR

MURRAY—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Murray Bcstg. Service
Address.....4646 So. State St.
Phone Number 9-9822
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
President.....Oral J. Wilkinson
Gen., Sta. Manager.....Howard Pingree
Program Director.....Mitzi Patterson
Chief Ann., Engr.....Fred Weibell

KLO

OGDEN—1924
MBS-INTERMOUNTAIN

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Interstate Bcstg. Corp.
Address.....425 25th St. Hotel Ben Lomond
Phone Number 5721
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President .....Edris Glasmann
General Manager.....A. L. Glasmann
Station Manager.....Collin W. Lowder
Commercial Manager.....W. Kimball Ward
Publicity Director.....Bruce Thornton
Chief Engineer.....Robert V. Beadles

KOPP

OGDEN—1947—KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KOPP, Inc.
Address.....W. 12th St.
Transcription Service .....Lang-Worth
President.....G. Stanley Brewer
General Manager.....King Harmon

KVOG

OGDEN—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....United Bcstg. Co.
Business Address.....1538 Gibson Ave.
Phone Number 2-7535
Representative .....Biddick
Transcription Service .....Capitol
News Service .....AP
Pres., Gen., Comm. Mgr.....Arch G. Webb
Chief Engineer.....Al Condrey
Station Manager.....David B. Affleck

KOAL

PRICE—1936
MBS-INTERMOUNTAIN—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Utah Bcstg. Co.
Address .....Price
Phone Number.....Price 200
Representative .....Avery-Knodel
Pres., Gen. Comm. Mgr.....Jack Richards
Sls. Prom. Mgr., Pgm. Dir.....Carl P. Wolfrom

KCSU

PROVO—1947—ROCKY MT.-ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Central Utah Bcstg. Co., Inc.
Address .....P. O. Box 550
Phone Number 2802
Representative .....Hollingbery
News Service .....UP
Co-owner, Pres., Gen. Mgr.
Frank A. Van Wagenen
Co-owner, V.P., Prom. Mgr.
Harold E. Van Wagenen
Chief Engineer.....Dallin H. Oaks

KEYY

PROVO—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid Utah Bcstg. Co.
Address.....307 So. 17th W.
Phone Number 4060
Air Time.....Full Time
Transcription Service .....Thesaurus
Representative .....Continental
President.....Spencer D. Grow
Gen., Sta. Manager.....Garn Carter
Commercial Manager.....Edwin M. Ellis
Sales Prom. Mgr.....John Crawford
Program Director.....James Sauls
Publicity Director.....Ron Balie
Chief Engineer.....Francis Boyer

KOVO

PROVO—1939
MBS-INTERMOUNTAIN

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....KOVO Bcstg. Co.
Business-Studio Address....108 W. Center St.
Phone Number 1680
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....Clifton A. Tolboe
General-Station Mgr.....Arch L. Madsen
Commercial Manager .....L. H. Curtis
Pgm. Dir.....James H. Lawrence
Chief Engineer.....Lovell A. Killpack

KSVC

RICHFIELD—1947
INTERMOUNTAIN

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By..Sevier Valley Bcstg. Co.
Business Address.....690 Tower Lane
Phone Number 620
Air Time .....Sunrise-Sunset
News Service.....UP
Transcription Service .....World
Representative .....Avery Knodel
President .....Homer Bandley
Gen., Sta. Mgr.....Frank Peacock
Comm., Sales Prom. Mgr.....Art Tucker
Program Director.....Hal Edwards
Chief Engineer.....Ralph Ross

KALL

SALT LAKE CITY—1945
MBS-INTERMOUNTAIN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Salt Lake City Bcstg. Co.
Business-Studio Address.....146 S. Main St.
Phone Numbers 4-3561
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Representative.....Avery-Knodel, Inc.
Membership .....NARTB, BAB
Pres., Gen. Mgr.....George C. Hatch
Sta., Comm. Mgr.....Thomas H. Anderson
Prom., Publ. Mgr.....John Brophy
Program Director.....Kay Richins
Chief Engineer .....W. D'Orr Cozzens

KDYL

SALT LAKE CITY—1922
NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Intermountain Bcstg. & Telev. Corp.
Business-Studio Address.....143 S. Main
Phone Number 5-2991
Air Time .....Unlimited
News Service .....UP
Transcription Service ..Associated, Thesaurus
Representative .....John Blair
Pres.-General Mgr.....S. S. Fox
National Sales Dir.....Holly Moyer
Exec. Vice-Pres.....Easton Woolley
Program Director.....Mildred Baker
Publicity Dir.....Del Leeson
Chief Engineer.....John M. Baldwin

KNAK

SALT LAKE CITY—1945

Frequency: 1280 Kc.....Power: 1000 Watts d.; 500 n.
Owned-Operated By....Granite District Radio Bcstg. Co.
Business-Studio Address.....1042 So. 6th W.
Phone Number.....4-3685
News Service .....UP
Representative .....Forjoe
President.....Howard D. Johnson
General Manager.....Thomas M. Ivory
Commercial Manager.....Marvin R. Briggs
Program Director.....Eldon Walton
Chief Engineer.....Lyle Wahlquist

KSL

SALT LAKE CITY—1922—CBS

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By..Radio Service Corp. of Utah
Bus.-Studio Address.....10 S. Main St.
Phone Number 5-4641
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....World, SESAC
Representative.....CBS Radio Spot Sales
Membership .....NARTB, BAB
President.....J. Reuben Clark
Exec. Vice Pres.....Ivor Sharp
Manager.....Eugene M. Halliday
Sales Manager.....Frank McLatchy
Program Director.....Joseph A. Kjar
Promotion Manager.....A. Wayne Baker
Chief Engineer.....Curtis Neilson

KUTA

SALT LAKE CITY—1938—ABC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By.....Utah Bcstg. & Telev. Co.
Business-Studio Address.....29 S. State St.
Phone Number 3-2737
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Standard
Representative .....Hollingbery
Membership .....NARTB, BAB
President, General Mgr.....Frank C. Carman
Sta. Mgr., Prog. Dir.....Ray Fadel
Comm., Sales Prom. Manager.....John Schile
Pub. Dir.....Al Thomas
Chief Engineer.....C. Wendell Bell

KJAM

VERNAL—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Vintah Bcstg. Co.
Address .....120 E. Main St.
Phone Number 494
News Service .....UP
President.....James C. Wallentine
Gen. Mgr., News Dir.....Lee Walker
Commercial Manager.....Grant E. Parry
Program Director.....Buchanan Fulmore
Chief Engineer.....Wallace D. Raker

Your Key to a billion dollar flus empire in the Mountain West

KSL Radio and *only* KSL Radio with its 50,000 watts can effectively take your product to Mountain West buyers for less than 12c per thousand *family* prospects.*

KSL RADIO SALT LAKE CITY, UTAH

REPRESENTED BY CBS RADIO SPOT SALES

*BMB - 50% to 100%: 1952 SALES MANAGEMENT

VERMONT

Pop. April 1, 1953 (Est.) 402,000—Total Housing Units 124,000
Families April 1, 1953 (Est.) 104,000—Stations in State 10

WTSA

BRATTLEBORO—1950—GRANITE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg. Co.
Address .....Putney Rd.
Phone Number 1700
Representative .....Rambeau
News Service .....UP
President .....Theodore Feinstein
Gen., Sta., Com. Mgr.....P. C. Terhune
Program Director.....Harold Shaw
Publicity Director.....Loren C. Smith
Chief Engineer.....Edward D. Somes

WCAX

BURLINGTON—1927—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAX Bcstg. Corp.
Business-Studio Address.....135 Main St.
Phone Number.....Burlington 3-3437
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, BAB
President, Gen. Mgr.....C. P. Hasbrook
Sta.-Mgr.....J. D. Swan
Commercial Manager.....T. B. Braine
Chief Engineer.....James W. Tierney

WJOY

BURLINGTON—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location..633 Main St.
Phone Number 4-5774
Transcription Service .....Thesaurus
Air Time.....Full Time
News Service .....AP
Representative.....William G. Rambeau
Membership .....BAB
President.....David W. Howe
Prog., Pub. Dir.....Richard Burt
Sta., Comm. Mgr.....Alfred E. Spokes
Chief Engineer.....John C. Quill

WSKI

MONTPELIER-BARRE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Montpelier-Barre Bcstg. Co.
Business Address.....Union Mutual Bldg.
Phone Number.....Montpelier 1740
Air Time.....Full Time
News Service.....AP
Representatives.....Borgatti, W. S. Grant
Membership .....BAB
Pres., Gen., Comm. Mgr.....C. W. Grinnell
Sales Prom. Mgr.....John W. Millar
Program Director.....Robert Bannon
Publicity Director.....Harry C. Perrigo
Chief Engineer.....Gerald Marcotte

WIKE

NEWPORT—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Memphremagog Bcstg. Co.
Phone 832-3
Transcription Service .....World
News Service .....UP
Reps. .....McGillvra, Kettel-Carter
Pres., Gen. Mgr.....E. D. Finney
Prog. Dir., Ch. Eng.....D. A. Thurston

WHWB

RUTLAND—1949

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Vt. Bcstg. Corp.
Address.....24½ Center St.
Phone Number 3200
Air Time.....Day Time
News Service .....AP
Phone Number 3200
Transcription Service .....Capitol
Representative .....Kettell-Carter
Pres., Gen., Sta. Mgr.....Vena M. Bates
Program Director.....Shirley Neilson
Publicity Director.....Thomas Kibbe
Chief Engineer.....Willard H. Buttles

WSYB

RUTLAND—1930

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Philip Weiss Music Co.
Bus.-Studio Address.....35 Washington St.
Phone Number 1247
Air Time .....Unlimited
Representative.....Joseph Hershey McGillvra,
Station Manager.....J. H. Weiss

WWSR

ST. ALBANS—1940—YANKEE

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Vermont Radio Corp.
Business-Studio Address.....75 N. Main St.
Phone Number 1390
Air Time .....daytime
News Service .....UP
Transcription Service .....World
Representative .....Walker, Bannon
President-Gen. Mgr.....Lloyd Squier
Sta., Comm., Sales Prom. Mgr..Richard W. Hill
Publicity Director.....C. Stuart Perry
Program Director.....Raymond Turner
Chief Engineer.....Theodore Boisvert

WTWN
ST. JOHNSBURY—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Twin State Bcstrs. Inc.
Address .....Concord Ave.
Phone Number 2344
Air Time.....Full Time
News Service .....UP
Transcription Service.....Thesaurus, World
Representative .....McGillvra, Kettel-Carter
Membership .....NARTB, BAB
Pres., Gen. Mgr.....E. Dean Finney
Program Director.....Guy O. Austin
Chief Engineer.....Gerald D. Johnson

WDEV
WATERBURY—1931—MBS

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lloyd E. Squier
Address.....8 Stowe St.
Phone Number 400-J
Air Time .....6:00 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Walker
Owner, Gen.-Sta. Mgr.....Lloyd E. Squier
Comm. Mgr., Pgm. Dir.....Thomas L. Dodd, Jr.
Program Director.....Craig S. Parker
Chief Engineer .....Warren Chase

VIRGINIA

Pop. April 1, 1953 (Est.) 3,486,000—Total Housing Units 910,000
Families April 1, 1953 (Est.) 821,000—Stations in State 59

WPIK
ALEXANDRIA—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Potomac Bcstg. Corp.
Address.....Virginia Theatre Bldg.
Phone Number .....OVerlook 3-3000
Membership .....NARTB, BAB
News Service .....AP
Pres., Gen., Comm. Mgr.....Carl L. Lindberg
Station Manager.....Art Kellar
Traffic Manager .....Barbara Power
Program Director.....Phil Long
Publicity Director.....Mary V. Lindberg
Technical Supervisor.....B. A. Terrier

WARL
ARLINGTON—1947

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Virginia Bcstrs., Inc.
Bus.-Studio Address.....5232 Lee Hway.
Phone Number.....JAckson 7-7800
Air Time .....Sunrise-sunset
News Service .....UP
President .....Lou Poller
General Manager.....Cy Blumenthal
Program Director .....Ray Armand
Publicity Director.....George Crump
Chief Engineer .....Stephen Hart

WEAM
ARLINGTON—1947

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By..Arlington Fairfax Bcstg. Co.
Address .....Radio Bldg.
Phone Number.....JAckson 7-7100
Air Time.....5:00 a.m.-1:00 a.m.
News Service .....AP
President.....Harold H. Thoms
General Manager.....George Oleson
Publicity Director.....Buddy Kling
Program Director.....John Cooley
Chief Engineer .....Cliff Inman

WBLT
BEDFORD—1950—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Bedford Bcstg. Co.
Address.....P. O. Box 406
Phone Number 8245
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr., Chf. Engr...A. P. Marsh, Jr.
Commercial Manager.....R. A. Owen
Program Director.....R. A. Scott, Jr.

WKLV
BLACKSTONE—1947—MBS

Frequency: 1490 Kc.....Power: 250 watts
Owned-Oper. By.....Blackstone Bdcstg. Corp.
Phone Number 478
Address .....Community Bldg.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
President.....H. L. Umstead
Station Manager.....Dennie Perkinson
Publicity Director.....Frank Elliott
Chief Engineer .....Theodore Bonn, Jr.

WCYB

BRISTOL—1946
(See Also Bristol, Tenn.)

Frequency: 690 Kc.....Power: 10,000 Watts d.
Owned-Oper. By....Appalachian Bcstg. Corp.
Address .....Front & Cumberland Sts.
Phone Number.....North 3560
Air Time .....Daytime
News Service.....AP, UP
Transcription Service..World, Cole, Associated
Membership .....NARTB, BAB
President, Gen. Mgr.....Robert H. Smith
V.P., Sales Mgr.....J. Fey Rogers
Chief Engineer.....R. V. Robinson

WFHG

BRISTOL—1946—MBS-CBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bristol Bcstg. Co.
Address .....Valley Drive
Phone Number 3620
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Walker
Membership .....NARTB
Pres., Gen. Mgr.....W. C. Nininger
Commercial Manager.....Jack Martin

WCYB

Serving the Tri-Cities

Bristol, Va.-Tenn., Kingsport
and Johnson City, Tenn.
from
Bristol

10,000 Watts — 690 Kc.
Clear Channel

Represented by
GILL-PERNA, Inc.

Program Director.....O. L. Gee
Chief Engineer.....John Hughlett

WCHV

CHARLOTTESVILLE—1933—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Barham & Barham
Bus.-Studio-Transmitter Address..Rose Hill Dr.
Phone Number 2-5121
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Walker
Managing Director.....Charles Barham, Jr.
Gen., Comm. Manager.....Robert C. Walker
Prog., Pub. Dir.....R. G. Sketchby
Promotion Manager.....Charles Smith
Chief Engineer.....Walter W. Gray

WINA

CHARLOTTESVILLE—1949

Frequency: 1280 Kc.....Power: 1000 Watts, d.
Owned-Oper. By..Charlottesville Bcstg. Corp.
Address.....P. O. Box 1230
Phone Number 2-6177
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB
Pres., Gen., Comm. Mgr...Thos. W. Carruthers
Pgm. Dir., Sta. Mgr.....Charles W. Freeman
Chief Engineer.....Lawrence Kennedy

WCFV

CLIFTON FORGE—1950—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Clifton Forge Bcstg. Corp.
Address .....P. O. Box 214
Phone Number 2147
Transcription Service .....Standard, SESAC
News Service .....AP
Membership .....NARTB
President.....W. G. Matthews, Jr.
Gen., Sta., Com. Manager.....Sidney H. Tear
Promotion Director.....John Echols
Chief Engineer.....Grover H. Fulk

WKEY

COVINGTON—1941—ABC

Freqeuncy: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Business Address.....Main St. at Bridge
Phone Number 8351
Air Time.....7 a.m.-11:15 p.m.
News Service .....UP
Representative .....Devney
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Earl M. Key
Commercial Mgr.....Kenneth L. Bryant
Program Director.....John Lee Davis
Chief Engineer .....Clinton J. Lewis

WSVS
CREWE—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....So. Virginia Bcstg. Corp.
Business Address.....117 Carter St.
Phone Number.....Crewe 5000
News Service .....AP
Transcription Service.....World
Representative .....BAB
President .....Calvin S. Willis
General Manager .....John E. Sadler
Commercial Manager.....W. Brown Hofler
Program Director.....Frank H. Watkins
Chief Engineer.....C. E. Wilson

WCVA
CULPEPER—1949—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Culpeper Bcstg. Co.
Address .....Hendricks Ave.
Phone Number 8338
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard
President.....Ira C. Hopkins
Gen., Comm. Mgr. .....John T. Rogers
Program Director .....Woody Powell
Chief Engineer.....Benny Jones

WBTM
DANVILLE—1930—ABC

Frequency: 1330 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By....Piedmont Bcstg. Corp.
Bus.-Studio Address.....Hotel Danville Bldg.
Phone Number 2350
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NARTB
President.....L. N. Dibrell
General Manager .....Edward G. Gardner
Comm. Mgr.....John Holland
Prog. Dir., Sales Prom. Mgr.....Milton Adams
Chief Engineer .....Lyle C. Motley

WDVA
DANVILLE—1947—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Va.-Carolina Bcstg. Corp.
Address.....American Natl. Bank Bldg.
Phone Number 5300
Air Time.....4:00 a.m.-2:00 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith, Dora-Clayton
Membership .....NARTB, BAB
President.....J. D. Pruitt
General Manager .....Emerson J. Pryor
Commercial Mgr.....Stover Morris, Jr.
Program Director.....Richard Campbell

WEVA
EMPORIA—1952

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Stone Bdcstg. Co.
Address....Washington St. & Delaware Ave.
Phone 2133
Transcription Service .....Associated
News Service .....AP
Pres., Gen. Mgr.....M. E. Stone
Commercial Manager.....H. L. Umstead
Chief Engineer.....E. A. Short, Jr.

WFAX
FALLS CHURCH—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Lamar A. Newcomb
Address.....Box L
Phone Number 0900
News Service.....UP
Pres., Gen. Mgr.....Lamar A. Newcomb
Program Director.....Genevieve Main
Chief Engineer.....Richard Fanning

WFLO
FARMVILLE—1947

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Colonial Bcstg. Co.
Business Address .....118 W. Third St.
Phone Number 870
News Service.....UP
Transcription Service.....Capitol, Thesaurus
Representative .....Clark
General Manager.....Carla B. Keys
Station Manager .....Charles R. Maillet
Commercial Manager.....Ray Ryan
Sales Prom. Mgr.....John D. Wilson
Program Director.....John Calhoun
Chief Engineer.....Charles K. Chrismon

WFVA
FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Fredericksburg Bcstg. Corp.
Business Address.....P. O. Box 269
Phone Number 1261
Manager .....Walter F. Harris, Jr.
Chief Engineer.....John Burrets

WFTR
FRONT ROYAL—1948—MBS

Owned-Oper. By.....Sky Park Bcstg. Corp.
Address.....P. O. Box 192
Phone Number 750
News Service .....UP
President.....E. H. Stokes
Gen., Comm. Mgr.....Kenneth Gordon
Program, News Director.....Tom Gibson
Chief Engineer.....Claude F. Jones

WBOB

GALAX—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Carroll-Grayson Bcstg. Corp.
Address.....Poplar Knob Rd.
Phone Number 2921
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Membership .....NARTB
President.....Robert V. Morris
Gen., Sta. Manager.....Joseph P. Crockett
Program Director.....Muriel Bell
Commercial Manager.....Brice J. Parks
Chief Engineer.....W. Edward Boyer

WVEC

HAMPTON—1948

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Operated By.....Peninsula Bcstg. Co.
Studio-Trans. Address...Hampton-Buckroe Rd.
Phone Number 6332
Air Time.....Full Time
News Service.....AP
Transcription Service .....World
Representative.....Wm. G. Rambeau
Membership .....NARTB, BAB
President.....Thomas P. Chisman
General Manager.....Harrol A. Brauer, Jr.
Comm. Manager .....Charles L. Coker, Jr.
Pgm., Pub. Dir.....L. W. Kliewer
Chief Engineer.....James E. Swafford

WSVA

HARRISONBURG—1935—NBC

Frequency: 550 Kc.....Power: 1000 Watts
Owner-Oper...Shenandoah Valley Bcstg. Corp.
Business-Studio Address.....Rawley Pike
Phone Numbers.....550, 875
Air Time.....Full Time
News Service .....UP
Representative (Eastern).....Devney & Co.
Membership .....NARTB, BAB
President.....Frederick L. Allman
Sales Prom., Comm. Mgr...Robert B. Harrington
Program Director .....Richard H. Johnson
Production Director.....Charles McGinley
Chief Engineer.....Warren L. Braun

WHAP

HOPEWELL—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Hopewell Bcstg. Co.
Business Address .....P. O. 621
Phone Number 801
Air Time.....6:00 a.m.-12 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Donald S. Cook
President .....Augustus Robbins, Jr.
General Manager.....Charles M. Mark
Sta. Mgr., Prog. Dir., Ch. Eng.....Larry Kay
Comm., Prom. Mgr., Pub. Dir...Nancy Johnson

WREL

LEXINGTON—1948—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Rockbridge Bcstg. Co.
Bus.-Studio Address....First Nat'l Bank Bldg.
Phone Number.....Lexington 6000
Air Time.....Full Time
News Service .....AP
Representative .....Indie Sales
Transcription Service .....Thesaurus
President.....Marshall L. Wilmer
Gen., Sta., Comm. Mgr.....Milton B. Henson
Program Director.....Andrew Peterson
Chief Engineer.....James I. Bray, Jr.

WLVA

LYNCHBURG—1930

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lynchburg Bcstg. Corp.
Address .....925 Church St.
Phone Number 2-1242
Air Time .....6:00 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President.....Edward A. Allen
Gen., Sta. Manager .....Philip P. Allen
Commercial Manager.....Joseph F. Wright, Jr.
Sales Prom. Mgr.....C. A. Larsen
Prog. Publ. Dir. .....Warren Uttal
Chief Engineer.....John T. Orth

WWOD

LYNCHBURG—1947—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By....Old Dominion Bcstg. Corp.
Address.....P. O. Box 918
Phone Number 2-3441
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World, Thesaurus
Representative .....Walker
Membership .....NARTB, BAB
President.....David Hugh Dillard
Gen., Sta. Mgr.....Wm. T. Howard, Jr.
Commercial Manager.....Richard E. Gooch
Prog., Pub. Dir.....Graydon V. Olive, Jr.
Chief Engineer.....Forest J. Pinkerton

WMEV

MARION—1948—ABC-KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Mountain Empire Bcstg. Corp.
Address .....Park Boulevard

Phone Number 3-9001
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative .....Cooke
Membership .....NARTB
President .....L. Preston Collins
Gen.-Comm. Mgr.....Robert C. Wolfenden
Pgm. Dir. .....Mrs. R. C. Wolfenden
Chief Engineer .....Edward Surface

WMVA

MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Martinsville Bcstg. Co., Inc.
Address .....Chatham Heights
Phone Number.....Virginia 2152
News Service .....AP
President.....S. S. Walker
General Manager.....John W. Shultz
Comm.-Sls. Prom. Mgr.....Charles F. Adams
Program Director.....Barbara Zimmerman
Chief Engineer.....B. E. Boyer

WGH

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By..Hampton Roads Bcstg. Corp.
Bus.-Studio Address.....500 Portlock Bldg.,
Phone Number Norfolk-2-7031
News Service .....AP
News. Affil.....Daily Press, Times-Herald
Transcription Service .....Associated
Representative.....Free & Peters
Membership .....NARTB
President.....Raymond B. Bottom
Gen.-Sta. Manager .....Edward E. Bishop
Comm. Mgr.....Edward E. Edgar
Prog. Director.....Robert J. McBride
Chief Engineer .....Alois Braun

WHYU

NEWPORT NEWS—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Eastern Bcstg. Corp.
Business-Studio Address.....114 W. 24th St.
Phone Number 3-1631
Air Time .....daytime
News Service .....UP
Transcription Service .....Capitol
President .....John Doley
General Manager.....Frederic F. Clair
Commercial Manager.....E. Patterson
Program Dir. .....Tom Bradshaw, Jr.
Chief Engineer.....Percy C. Magoun

WCAV

NORFOLK—1947

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Cavalier Bcstg. Corp.
Bus.-Studio Address.....Helena Bldg.
Phone Number 2-3266
News Service .....UP
Representative.....Indie Sales, Inc.
Membership .....NARTB
President.....Mrs. Joseph Light
General Manager.....William M. Manrov
Program Director.....Jack Lynn
Chief Engineer.....W. M. Manrov

WLOW

NORFOLK—1946—

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Commonwealth Bcstg. Corp.
Bus.-Studio Addr.....21st & Manteo Sts.
Phone Number 4-5678
Air Time .....24 hrs. daily
News Service .....UP
Representative .....Forjoe
President.....E. L. Scott
General Manager.....Wm. Carpenter
Station Manager.....Joseph B. Matthews
Program Director.....Robert Drepperd
Tech. Dir., Chf. Engr.....Jack Siegel

WNOR

NORFOLK—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Norfolk Bcstg. Co.
Address.....1019 Boissevain Ave.
Phone Number 27071
Air Time.....24 hrs.
News Service .....AP
Transcription Service .....Lang-Worth
Representative ..... Walker
President.....Louis H. Peterson
Gen., Comm. Mgr.....Earl Harper
Program Mgr.....Jack Black
Sales Prom. Mgr.....Dave Pritchard
Publicity Director.....Tom Matthews
Chief Engineer.....Howard Sheets

WRAP

NORFOLK—1952

Frequency: 1050 Kc.....Power: 500 Watts
Owned-Operated By.....Rollins Bcstg., Inc.
Address.....300 Portlock Bldg.
Phone Number 4-8307
News Service .....AP
President.....John W. Rollins
General Manager.....Glen A. Harmon
Chief Engineer.....Glen Frazier

WTAR

NORFOLK—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....WTAR Radio Corp.
Bus.-Studio Address.....720 Boush St.
Phone Number 56711
Air Time.....Full Time
News Service .....AP

News Affil.....Norfolk Newspapers, Inc.
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Campbell Arnoux
Sales Manager.....Robert M. Lambe
Promotion Manager.....Fred Lowe
Program Director.....William Johnson
Program Director.....Joel Carlson
Chief Engineer.....Dick Lindell

WNVA

NORTON—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blanfox Radio Co., Inc.
Bus.-Studio Address.....Harlan, Ky.
Phone Number 625
News Service .....AP
Transcription Service .....World
Membership .....NARTB, BAB
President.....Richard B. Helms
Gen., Sta. Mgr.....Jack T. Helms
Comm. Mgr., Pgm. Dir.....Wally Doglass
Chief Engineer.....Gene Thommerdahl

WJMA

ORANGE—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Madison Bcstg. Corp.
Address.....P. O. Box 271
Phone Number 7263
Air Time.....Full Time
News Service .....UP
Transcription Service .....SESAC
Membership .....NARTB
President.....W. A. Sherman, Jr.
Gen., Comm. Mgr.....Alfred W. Walthall
Program Director.....Jim Simmons
Publicity Director.....Ann G. Butler
Chief Engineer.....W. F. Wilkerson

WSSV

PETERSBURG—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Southside Virginia Bcstg. Corp.
Business-Studio Address.....112 W. Tabb St.
Phone Number 3881-2
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Membership .....NARTB
President.....Louis H. Peterson
Sta., Com. Manager.....Ray L. Moss
Program Director.....N. W. Andrews
Chief Engineer.....W. C. King, Jr.

WSAP

PORTSMOUTH—1943

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By.....Portsmouth Radio Corp.
Bus.-Studio Address....205 Professional Bldg.
Phone Number 7-3488
Air Time.....6:00 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Burn-Smith
President.....Tom E. Gilman
Gen.-Sta.-Comm. Mgr.....Jack Norfleet
Chief Engineer.....John Brigman

WPUV

PULASKI—1946—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Corp.
Address .....Dora Highway
Phone Number 3-3931
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Sears & Ayer
Pres., Gen. Mgr.....Mason C. Deaver
Commercial Manager.....Larry Schoenfeld
Program Director.....Maruma R. Deaver
Chief Engineer.....John A. Columbus

WRAD

RADFORD—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Rollins Bcstg., Inc.
Phone Number 2461
Air Time.....Full Time
Transcription Service..Thesaurus, Associated
Representative .....Pearson
Membership .....NARTB, BAB
News Service .....AP
President.....John W. Rollins
Gen., Sta., Comm. Mgr.....Wendell H. Siler
Sales Prom. Mgr.....Ben Johnson, Jr.
Program Director.....Alfred L. Mills
Chief Engineer.....Fitzgerald McDaniel

WRIC

RICHLANDS—1951

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Clinch Valley Bcstg. Corp.
Address .....Box 218
Phone Number 450
Transcription Service.....Thesaurus, SESAC
News Service .....AP
Membership .....NARTB, BAB
President.....J. Powell Royal, Jr.
Gen., Sta. Mgr., Chf. Eng...Max M. Blakemore
Program Director.....Harry D. Taylor
Comm., Prom. Mgr.....Joe J. Webb

WANT

RICHMOND—1951

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Oper. By..United Bcstg. Co. of Virginia
Address.....513 E. Main St.
Phone Number 38368
President .....Richard Eaton
General Manager.....Richart Scheele
Program Manager.....Michael Novello
Chief Engineer.....Silas Bell

WLEE

RICHMOND—1945—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Bcstg. Corp.
Bus.-Studio Address.....Broad-Grace Arcade
Phone Number 3-6741
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
President.....Thomas G. Tinsley, Jr.
Sta., Gen.-Comm. Mgr.....Irvin G. Abeloff
Program Director.....Harvey Hudson
Chief Engineer.....George W. McGuigan, Jr.

WMBG

RICHMOND—1926—NBC

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Havens & Martin, Inc.
Bus.-Studio Address.....3301 W. Broad St.,
Phone Number 5-8611
News Service .....UP
Air Time.....Full Time
Representative .....Bolling Co.
Membership .....BAB
Pres., Gen.-Sta. Mgr.....Wilbur M. Havens
Sls. Prom. Mgr., Pub. Dir...Robert Montgomery
Commercial Manager....Walter A. Bowry, Jr.
Prog. Dir.....Jack Lewis
Chief Engineer.....James Kyle

WRNL

RICHMOND—1937—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By..Richmond Newspapers, Inc.
Business-Studio Address..107-111 N. Fourth St.
Phone Number.....3-3436
Air Time.....Full Time
News Service.....AP
Transcription Service.....Standard, Thesaurus
Representative.....Edward Petry
Membership .....NARTB, BAB

THE BEST BUY FOR YOU IN '52-WRNL

In Richmond, Virginia, There's More SELL on WRNL!

Here's your sure-fire selling formula for fifty-two! First, take an outstanding market (Richmond, Va.) — then pour on some good Radio Advertising — be sure to get complete coverage (WRNL, of course). Yes, WRNL gives you a ready-to-buy audience with the WRNL listening habit!

910 KC 5 KW
ABC AFFILIATE
RICHMOND
VIRGINIA

WRNL

NATIONAL
REPRESENTATIVES
EDWARD PETRY
& COMPANY, INC.

President.....D. Tennant Bryan
Station Manager.....E. S. Whitlock
Sales Manager.....Joseph Sierer
Program Director.....Don Martin
Publicity Director.....Morris Kenig
Chief Engineer.....Vincent Wolstenholme

WRVA

RICHMOND—1925—CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Larus & Brother Co.
Business Address.....Hotel Richmond
Phone Number.....3-6633
Transmitter Location.....Edgeworth
News Service.....UP
Transcription Service.....World, Lang-Worth
Representative.....Radio Sales
Membership.....NAB
General Manager.....C. T. Lucy
Commercial Manager.....Barron Howard
Promotion Manager.....Jack Stone
Sales Manager.....James D. Clark
Program Service Mgr.....Samuel S. Carey
Production Manager.....John B. Tansey
Public Relation Dir.....Walter R. Bishop
Chief Engineer.....David C. Woods

WXGI

RICHMOND—1947

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Virginia, Inc.
Bus.-Studio Address.....100 W. Franklin St.
Representative.....Indie Sales
President.....Douglas H. Robertson
Gen., Sta., Comm. Mgr.....David M. Wilburn
Program Director.....Dee Deering
Chief Engineer.....Clark Leaghty

WDBJ

ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Times-World Corp.
Address.....124 W. Kirk Ave.
Phone Number.....8131
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP, UP
News. Affil.....Times, World News
Transcription Service.....World
Representative.....Free and Peters, Inc.
Membership.....NARTB, BAB
President.....J. P. Fishburn
General Manager.....Ray P. Jordan
Commercial Manager.....John W. Harkrader
Program Director.....Paul E. Reynolds
Production Director.....Charles A. Ballou
Publicity Director.....Benton B. Boggs
Chief Engineer.....J. Edward Newman

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For Stations and Sponsors—

For instance . . . WLPM

"We have no trouble keeping sponsors of AP news happy. They always stay on the air longer than any others. Sponsors perk up when you mention an available AP newscast. And our Sales Department agrees unanimously that AP news is the easiest thing they have to sell!"

FRED L. HART,
WLPM, Suffolk, Virginia

WROV

ROANOKE—1946—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Roanoke, Inc.
Bus.-Studio Address..600 Mountain Trust Bldg.
Phone Number 3-4444
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NARTB, BAB
President.....Leo F. Henebry
Gen.-Sta.-Comm. Mgr.....Frank E. Koehler
Asst. Mgr., Prog. Dir.....Gordon R. Phillips
Chief Engineer.....J. W. Robertson

WSLS

ROANOKE—1940—NBC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By...Shenandoah Life Stations, Inc.
Business-Studio Address....Shenandoah Bldg.
Phone Number 9227
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....Paul C. Buford
Exec. Vice President.....James H. Moore
Chief Engineer.....J. P. Briggs
Commercial Manager.....Horace Fitzpatrick

WHLF

SOUTH BOSTON—1947—KBS—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Halifax Bcstg. Co.
Address .....Webster St.
Phone Number 2-9988
News Service .....AP
Transcription Service .....World
Membership .....BAB
Gen.-Sta.-Comm. Mgr.....John L. Cole, Jr.
Pgm., Prod., Publ., Mus. Dir..Ella L. Poindexter
Chief Engineer.....Arthur A. Moran

WTON

STAUNTON—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charles P. Blackley
Business-Studio Address.....Morrison Bldg.
Phone Number 5-5555
Air Time.....Full Time
Membership .....NARTB
General-Station Mgr.....Charles P. Blackley
Comm.-Sales Prom. Mgr....Charles F. Seebeck
Program Director.....Fulton A. King
Chief Engineer.....Rex C. Houser

WROV LEADS IN RETAIL ADVERTISING IN **ROANOKE**

Because . . .

LOWEST RATES!

260-TIME RATE

Spots	Sta. "A"	WROV	Sta. "B"
20-sec. Class A	9.75	4.65	7.50
20-sec. Class B	6.75	3.04	5.06
20-sec. Class C	5.75	2.86	3.75
1-min. Class A	12.00	5.72	9.00
1-min. Class B	8.75	3.76	6.37
1-min. Class C	6.75	3.58	4.50

A B C RADIO NETWORK

Because . . .

HIGHEST RATINGS!

HOOPER, DEC. '51-FEB. '52

Time	Sta. 'A'	WROV	Sta. 'B'
Mon. thru Fri. 8 a.m.-12 noon	57.6	26.7	15.5
Mon. thru Fri. 12 noon-6 p.m.	69.3	20.3	10.4
Mon. thru Fri. 6 p.m.-8 p.m.	71.3	11.8	16.2
Sun. thru Sat. 8 p.m.-10 p.m.	63.5	14.7	18.5

M B S RADIO NETWORK

Because . . .

CONSISTENT RESULTS!

Local business has increased each year for the past five years. 1952 is at an all-time high. (Still rates are the same as in 1946).

WROV — Roanoke, Va.

FOR AVAILABILITIES CALL
BURN-SMITH COMPANY, INC., or
FRANK KOEHLER, GEN. MGR., WROV, ROANOKE

WLPM
SUFFOLK—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Suffolk Bcstg. Corp.
Business-Studio Address.....Radio Bldg.
Phone Number 2394
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Sears & Ayer
Pres., Gen. Manager.....Fred L. Hart
News Director.....Earl Hundley
Publicity Director.....Lee Williams
Chief Engineer.....Veryl W. Rupp

WNNT
WARSAW—1949

Frequency: 690 Kc.....Power: 250 Watts d.
Owned-Oper. By.....No. Neck & Tidewater Bcstg. Co.
Address .....Warsaw
Phone Number 690
News Service .....UP
Pres.-Gen. Mgr.....Grayson Headley
Commercial Manager..Catherine P. De Shazo
Chief Engineer.....Kenneth Lueck

WAYB
WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Waynesboro Bcstg. Corp.
Address.....526 Main St.
Phone Number 6066
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB
President.....Judson T. Phillips
Gen., Sta., Comm. Mgr.....N. Wilbur Kidd
Program Director.....Richard A. Rhodes
Chief Engineer.....Donald D. Curtis

WINC
WINCHESTER—1941—NBC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Richard Field Lewis, Jr.
Business Address.....Box 605
Phone Number 4855
Air Time.....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Associated
President...Richard Field Lewis, Jr. (Licensee)
Prom. Mgr., Pgm., Prod. Dir.....John Morgan
Chief Engineer.....Phil Whitney

WYVE
WYTHEVILLE—1949—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Wythe County Bcstg. Co.
Address.....P. O. Box 534
Phone Number 840-1
News Service .....AP
Membership .....NARTB, BAB
Transcription Service.....Lang-Worth, Capitol
Representative .....Devney
General Manager.....A. M. Gates, Jr.
Chief Engineer.....Jack Fleming

WASHINGTON

Pop. April 1, 1953, (Est.) 2,534,000—Total Housing Units 819,000
Families April 1, 1953 (Est.) 792,000—Stations in State 54

KBKW
ABERDEEN—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....KBKW, Inc.
Address ..701 E. Heron St., Aberdeen, Wash.
Phone Number 1015, 1016
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Reresentative .....Forjoe
Membership .....BAB
President.....Archie Taft, Jr.
Gen., Sta. Mgr.....Don. G. Bennett
Commercial Manager.....Lloyd Daviscourt
Sales Prom. Mgr.....Norman Loftus
Program Director.....Arthur Lindsay
Chief Engineer.....John Berg

KXRO
ABERDEEN—1927—MBS—DON LEE KBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By .....KXRO, Inc.
Address .....207½ E. Market St.
Phone Number .....Aberdeen 4098
Air Time.....7 a.m.-11:15 p.m.
News Service .....UP
Representative .....W. S. Grant Co.
Membership .....NARTB, BAB
President.....Harry R. Spence
Sta., Gen. Mgr.....Fred G. Goddard
Pgm., Prod. Dir. .....Stanley Craft
Chief Engineer .....Philip True

KPUG

BELLINGHAM—1948—MBS-KBS

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By.....KPUG, Inc.
Business Address.....P. O. Box 655
Telephone 6200
News Service .....UP
Transcription Service .....Lang-Worth
Representative ..... Cooke
President .....Jessica L. Longston
Station Mgr.....James Hamstreet
Comm. Mgr.....Alex DeSchweinitz
Prom. Mgr.....Dick Rapp
Program Dir.....Jeanne Smith
Chief Engineer.....Donald R. Pinney

KVOS

BELLINGHAM—1927—ABC

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Bus.-Studio Address.....1321 Commercial St.
Phone Number.....Bellingham 790
News Service .....UP
Transcription Service .....MacGregor, World
Representative .....Meeker
Membership .....NARTB, BAB
President .....Rogan Jones
Gen., Comm. Mgr.....Jack Clarke
Sales Prom. Mgr.....Fred Elsethagen
Prog., Pub. Dir.....Dave Mintz
Chief Engineer.....Ernest Harper

KBRO

BREMERTON—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Bremerton Broadcast Co.
Address .....Box 1803
Phone Number 7-3995
News Service .....AP
Transcription Service .....Standard
Membership .....BAB
Owner & Pres.....Bruce Bartley
Gen., Sta. Mgr.....Loren B. Stone
Comm., Prom. Mgr.....Gil Jacobsen
Program Dir.....Bob Gleason
Chief Engineer.....Al Stewart

KGIB

BREMERTON—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kitsap G.I. Bcstrs., Inc.
Address.....124 N. Callow St.
Phone Number 7-3757
Transcription Service .....Standard
News Service .....UP
President.....G. A. Weyland
General Manager.....James Munro
Chief Engineer.....Paul Crittenden

KELA

CENTRALIA-CHEHALIS—1937-MBS KEYSTONE-DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Bcstg. Corp.
Business Address....P. O. Box 720, Centralia; P. O. Box 827, Chehalis
Phone Numbers.....Centralia 6-3321, Chehalis 8-3321
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative..John Keating, John E. Pearson
Membership .....NARTB, BAB
President.....J. Elroy McCaw
Sec.-Treas.....Mabel A. McGwinn
Gen., Sta., Comm. Mgr.....Joe Chytil
Program Dir.....Del Spencer
Publicity Dir.....Robert Cleland
Chief Engineer.....Lloyd Hannah

KCLX

COLFAX—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Whitman County Bdcstrs.
Address .....Almota Road
Phone Number 780
News Service .....AP
President .....Bradley Kincaid
General Manager.....E. Pournelle
Program Director.....Ruth Pournelle
Chief Engineer.....David Dodd

KXLE

ELLENSBURG—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Central Washington Bcstrs.
Bus. Add. Trans. Loc.....Box 600
Phone Number 2-1488
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Capitol
Representative .....McGillvra
Membership .....BAB
President.....Goodwin Chase, Jr.
Gen., Sta. Manager.....Joe Kendall
Comm., Prom. Mgr., Ch. Eng...Darrell K. Burns
Program Dir.....Joe Kendall
Publicity Dir.....Ron Forsell

KULE

EPHRATA—1950

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By...Columbia Basin Bcstg. Co.
Phone Number 730
Co-Owner .....Kirby Billingsley
Co-Owner.....Robert E. Billingsley

KRKO

EVERETT—1920—MBS-DON LEE

Frequency: 1380 Kc. .....Power: 1000 Watts
Owned-Oper. By....The Everett Bcstg. Co., Inc.
Address.....P. O. Box 916
Phone Number.....Cedar 1144
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....World, SESAC
Representative ....Joseph Hershey McGillvra
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....William R. Taft
Sales Manager.....Warren Johnson
Traffic Dir.....Nancy Spaeth
Chief Engineer.....Dave Foley

KFDR

GRAND COULEE—1950—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Columbia River Bcstrs., Inc.
Address .....Box 395
Phone Number 140
Air Time.....15 Hrs.
News Service .....UP
Representative.....Northwest, Art Moore
Membership .....NARTB, BAB
Pres., Gen. Mgr.....J. W. England
Program Dir.....Robert Anderson
Chief Engineer.....Ray Groff

KELS

KELSO—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ...N.W. Public Services, Inc.
Address .....P. O. Box 90
News Service .....UP
President .....Roscoe A. Day, Jr.
General Manager .....Claire O. Banks
Commercial Manager.....Paul H. Shoat
Program Director.....Lowell Gibson
Chief Engineer.....Fred Fowler

KWIE

KENNEWICK—1949

Frequency: 610.....Power: 1000 Watts
Owned-Oper. By .....KWIE, Inc.
Address .....11 S. Cascade St.
Phone Number 6961
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Associated
Representative.....Art Moore, Robert Meeker
Membership .....NARTB
Pres., Gen. Mgr.....Harold A. Clark
Comm. Mgr., Chief Eng.....C. J. McCredie
Program Director .....Marvin E. Johnston

KRKL

KIRKLAND—1948

Frequency: 1050 Kc. ....Power: 250 Watts d.
Owned-Oper. By.....Eastside Bdcstg. Co.
Address Trans. Loca. .....Civic Center
Phone Number 22-1201
Transcription Service .....Capitol
Presidents ..L. N. Ostrander, W. A. Chamness
General Manager.....G. A. Wilson
Program Director.....Florence Ferry
Chief Engineer.....R. H. Waldron

KWLK

LONGVIEW—1938—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Twin City Bcstg. Corp.
Bus.-Studio Add..Natl. Bank of Commerce Bldg.
Phone Number.....Longview 1500
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant, Art Moore
Membership .....NARTB, BAB
President, Gen. Mgr.....C. O. Chatterton
Station Mgr.....Bob L. Moran
Commercial Manager.....J. F. Carlson
Program Director.....Ellen Hammond
Chief Engineer.....Ralph Brown

KSEM

MOSES LAKE—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KSEM, Inc.
Address .....Box 276
Phone Number 234
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Donald Cooke
Membership .....NARTB
President .....Jessica Jongsten
Gen. Mgr.....Robert Pollack
Station Mgr.....Alan Miller
Comm. Mgr.....Hanford Choate
Program Dir.....Dean Rhodes
Chief Engineer.....Roland Kissler

KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc.....Power: 500 Watts
Owned-Operated By.....Beckley Radio Co.
Bus.-Studio Add.-Trans. Loca. ..P. O. Box 240
Phone Number 8955
Air Time .....6 a.m.-10 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Art Moore
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....Leo H. Beckley
Commercial Manager.....H. R. Leander
Pgm. Dir., Chief Ann.....Tom Haveman
Chief Engineer.....Walter Bjerke

KGY

OLYMPIA—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Tom Olsen
Address Trans. Loca. ..Rockway Leland Bldg.
Phone Number 6636
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, SESAC
Representative .....George Clark
Membership .....NARTB, BAB
General Manager.....Tom Olsen
Sta., Comm., Prog. Mgr.....Elmer J. Holmberg
Pgm., Prod., Publ. Dir.....Don Jones
Chief Engineer .....Charles A. Roark

KOMW

OMAK—1947

Frequency: 680 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KOMW, Inc.
Business-Studio Address.....Box 151
Air Time .....Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....John Keating
Membership .....BAB
President.....R. L. McNett
General Manager .....Dean Nichols
Commercial Manager .....Grover D. Allen
Program Dir.....Mary Jane Armstrong
Chief Engineer.....Leonard Fleisher

KPKW

PASCO—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....Western Radio Corp.
Address.....Chase & "A" Sts.
Phone Number 3337
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Capitol
Pres., Gen. Mgr.....V. B. Kennworthy
Sta., Prom. Mgr.....W. J. Hunt
Comm. Mgr.....William White
Prog. Dir., Chief Eng.....Walter Mott

KONP

PORT ANGELES—1945—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Pacific, Inc.
Bus.-Studio-Transmitter Address..313 W. First
Phone Number 4200
Air Time .....6:45 a.m.-10.:30 p.m.
News Service .....UP
Transcription Service .....World
Representative .....John Keating
Pres., General Mgr.....C. N. Webster
Station Manager .....Keith Patterson
Chief Engineer.....Frederick Fields

KBKH

PULLMAN—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Bayton & Hicks
Address.....P. O. Box 356
Phone Number 1-5251
News Service .....UP
Transcription Service .....Lang-Worth
Gen., Sta. Mgr.....J. Ronald Bayton
Comm. Mgr., Prog. Dir.....John R. Puckett
Prom. Mgr., Chief Eng.....B. J. Bayton

KPUY

PUYALLUP—1951

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By....Radio Station KPUY
Address.....1510 Linden Drive
Phone Number 5-7711
News Service .....UP
Transcription Service .....Associated
Owner., Gen., Comm. Mgr..Clarence E. Wilson
Promoation Mgr.....Don Neal
Program Dir.....Beverly Heckle
Publicity Dir.....Pete Hanson
Chief Engineer.....Bill Luckhurst

KAPA

RAYMOND—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pacific Bcstg. Corp.
Address.....P. O. Box 288
Phone Number 1010
Air Time.....6 a.m.-12 M.
News Service .....AP
Station Representative .....Western
Membership .....NARTB, BAB
President .....Joe Chytil
Gen., Sta., Comm. Mgr.....Hugh McPherson
Sales Promotion Manager.....Dwight Smart
Program Director.....Fred W. Hepner
Chief Engineer.....Robert McNamara

KLAN

RENTON—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Interlake Bdcstg. Corp.
Address Trans. Loca.....N. 7th & Park Ave.
Phone Number .....Renton 5-3424
Air Time.....Full Time (Ex. Sunday)
News Service .....UP
Transcription Service.....Cole, World
Representative .....Forjoe
Membership .....NARTB, BAB
Pres., Gen. Mgr.....H. E. Ridalls
Commercial Manager.....Bill Simpson
Program Director.....George Edgar
Chief Engr.....F. C. Cook

KALE

RICHLAND—1950

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....KALE, Inc.
Address.....P. O. Box 367
Phone Number 4-3180
Representative .....George Clark
Transcription Service .....Lang-Worth
Membership .....NARTB, BAB
News Service .....UP
President.....R. S. McCaw
Gen., Sta. Mgr.....L. G. Dix
Commercial Manager.....Ralph Nachtmann
Prom., Pub. Dir.....Bob Jones
Program Dir.....Bob Concie
Chief Engineer.....Joseph Muench

KING

SEATTLE—1927

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KING Bcstg. Co.
Address .....Smith Tower
Phone Number.....Mutual 1090
Representative .....Blair
News Service .....UP
Membership .....NARTB, BAB
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Commercial Manager.....John Eichhorn
Program Director.....Hal Moan
Publicity Director.....Mel Anderson
Chief Engineer.....Arthur A. Shultz

KIRO

SEATTLE—1935—CBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Queen City Bcstg. Co.
Bus.-Studio Address...1530 Queen Anne Ave.
Phone Number.....Alder 9800
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
Membership .....BAB
President .....Saul Haas
Comm. Manager.....William F. Tucker
Program Director.....Kenneth Yeend
Publicity Director.....Warren McCloy
Chief Engineer.....James Hatfield

KJR

SEATTLE—1922—ABC

Frequency: 950 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Mt. Rainier Radio & Television Bcstg. Corp.
Business-Studio Address.....Skinner Bldg.
Phone Number .....Elliot 5890
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....C. Howard Lane
General-Station Mgr.....J. Archie Morton
Comm. Mgr.....Paul E. Moore
Promotion Mgr.....Mait Jordan
Pgm. Director.....Homer Pope
Chief Engineer.....Don M. Anderson

KOL

SEATTLE—1922

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Seattle Bcstg. Co.
Bus.-Studio Address.....1100 W. Florida St.
Phone Number.....MA. 2312
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Bolling
Membership .....BAB
President .....Archie Taft
Sta., Gen. Mgr.....Archie Taft, Jr.
Promotion Manager.....Hugh Feltis
Program Director.....Robert Harris
Chief Engineer.....Perry Lind

KOMO

SEATTLE—1926—NBC

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Oper. By....Fisher's Blend Station, Inc.
Bus.-Studio Address.....100 4th Ave. No.
Phone Number.....SEneca 6000
Air Time.....18 hrs.
News Service .....UP
Transcription Serv. ..Associated, Lang-Worth
Representative .....Edward Petry
Membership .....NARTB, BAB
President, General Mgr.....O. W. Fisher
V.P., Gen. Mgr.....W. W. Warren
V.P., Com. Manager.....Ray Baker
Sales Promotion Mgr.....W. J. Hubbach, Jr.
Program Manager.....F. J. Patterson
Chief Engineer.....F. J. Brott

KRSC

SEATTLE—1926

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By...Wash. Telecasters, Inc.
Add., Trans. Loca.....2939 Fourth Ave. So.
Phone Number.....ELiot 2480
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB, BAB
President.....Jessica L. Longston
Gen., Sta. Mgr.....R. E. Pollock
Program Director.....Ted Bell
Chief Engineer.....Verle Jones

KTW

SEATTLE—1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....The First Presbyterian Church of Seattle, Wash.
Phone Number.....Mutual 1250
President.....W. T. Whitney
Sta., Gen. Mgr.....Don Bevilacqua
Chief Engineer.....James S. Ross
Program Dir.....A. G. Atworth, Jr.

KVI

SEATTLE—1928—MBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Puget Sound Bcstg. Co., Inc.
Business Address.....Camlin Hotel
Phone Number.....SEneca 4848
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Vernice Irwin
Chief Owner.....Laura M. Doernbecher
Commercial Mgr.....Earl T. Irwin
Program Dir.....Harry Long
Chief Engineer.....D. M. McDonough

KXA

SEATTLE—1926

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KXA, Inc.
Bus.-Studio Address.....320 Second Ave., W.
Phone Number.....ALder 8600
Air Time.....5 a.m.-Local Sunset
News Service .....AP
Representative ..... Rambeau
Membership .....NARTB, BAB
President.....Wesley I. Dumm
Gen., Sta. Mgr.....Hugh A. Smith
Commercial Manager.....R. G. McArdle
Chief Engineer.....John Dubuque

KSPO

SPOKANE—1922

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Williams and Berthoff
Address, Trans. Loca.....Realty Bldg.
Phone Number.....Riverside 8033
News Service .....UP
Co-Owner .....Delbert Berthoff
Co-Owner .....Gene Williams
Chief Engineer .....E. P. Antosyn

KGA

SPOKANE—1926—ABC

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Operated By...Corp. of Gonzaga U.
Bus.-Studio Address.....Radio Central Bldg.
Phone Number.....MAdison 5383
Transmitter Location.....Moran Prairie, Rt. 3
Air Time .....6 a.m.-12 M.
News Service .....UP
Representative .....Edward Petry
President .....Rev. Francis E. Corkery, S. J.
General Manager.....Harvey Wixson
Program Director.....Hub Warner
Chief Engineer.....B. B. Boardman

KHQ

SPOKANE—1922—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....KHQ, Inc.
Bus.-Studio Address.....Radio Central Bldg.
Phone Number.....MAdison 5131
Air Time.....19 hrs.
News Service .....AP
Transcription Service .....World
Representative .....Katz
Pres., Gen. Mgr.....Richard O. Dunning
Station Manager.....Chas. E. Lohnes
Commercial Manager.....W. C. Rhodes
Program Manager.....Birney Blair
Program Director.....R. H. Godon
Chief Engineer.....A. G. Sparling

KNEW

SPOKANE—1947—MBS

Frequency: 790 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Inland Empire Bcstg. Co.
Bus.-Studio Address.....Sprague at Wall
Representative .....Weed
Pres., Gen. Mgr. .....Burl C. Hagadone
Station Manager .....C. E. Rodell
Program Director .....Paul Crain
Chief Engineer.....Vincent L. Hoffart

KREM

SPOKANE—1947

Frequency: 970 Kc. .....Power: 1000 Watts
Owned-Operated By.....Louis Wasmer
Address.....Radio Central Bldg.
Phone Number.....MAdison 3333
Transmitter Location.....4101 S. Regal St.
News Service .....AP
Transcription Service .....Associated
Representative .....Bolling
Pres., Gen., Sta. Mgr.....Louis Wasmer
Manager.....Robert H. Temple
Program Director.....E. A. Moseley
Chief Engineer.....William Patterson

KXLY

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc.....Power: 5,000 Watts
Owned-Operated By.....Symons Bcstg. Co.
Address .....Television Center
Phone Number.....MAin 1218

Air Time.....Unlimited
News Service.....AP, UP
Transcription Service .....MacGregor
Representative .....Walker, PNB
President.....E. B. Craney
General Manager.....Clay Osborne
Commercial Manager.....B. E. Woolston
Program Director.....A. DeVries
Chief Engineer.....George Langford

KREW

SUNNYSIDE—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Cole E. Wylie
Address .....Sunnyside
Phone Number 7-2277
News Service .....AP
Representative .....Forjoe
Membership .....NARTB, BAB
President.....Cole E. Wylie

KMO

TACOMA—1922

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....KMO, Inc.
Bus.-Studio Address.....P. O. Box 1651
Phone Number.....MAin 4144
Air Time .....6 a.m.-12 p.m.
News Service .....UP
Transcription Service....Thesaurus, Standard
Representative .....Branham
Membership .....NARTB, BAB
President.....Carl E. Haymond
V.P., Gen., Sta. Mgr.....Jerry Geehan
Comm. Mgr.....Raymond T. McKenzie
Prom., Pub. Dir.....Eugene W. Dryden
Program Dir.....Richard D. Weeks
Chief Engineer.....John Boor

KTAC

TACOMA—1941

Frequency: 810 Kc.....Power: 1000 Watts
Owned-Operated By.....Tacoma Bcstrs., Inc.
Address.....2715 Center St.
Phone Number.....BRoadway 2241
Air Time.....18 hrs.
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB
President.....Harold J. Quilliam
Station Manager.....T. R. Knightlinger
Commercial Manager.....Don Hopkins
Chief Engineer.....R. C. Velo

KTNT

TACOMA—1952

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Tribune Publ. Co.
Address.....1701 S. 11th St.
Phone .....Market 7181
Transcription Service..Associated, Lang-Worth
News Service .....AP
Representative .....Weed
Manager .....Lan Higgins
Commercial Manager.....Larry Carino
Program Director.....R. G. Boardway
Chief Engineer.....Max H. Bice

KVAN

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Vancouver Radio Corp.
Studio Address.....707½ Main St.
Phone .....3-4717, TW 7323
Air Time.....6 a.m.-M.
News Service .....AP, UP
Transcription Service .....World
Representatives .....Keating, O'Connell
Membership .....BAB
President.....Sheldon F. Sackett
General-Station Mgr.....Fred F. Chitty
Comm. Mgr.....Walter P. Rossman
Sales Prom. Mgr.....Al Bauer
Prog., Pub. Dir.....George W. Conner
Chief Engineer.....Edgar Means

KTEL

WALLA WALLA—1946—ABC

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By ....Walla Walla Bdcstg. Co.
Address.....Book Nook Bldg.
Phone Number 4103
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Grant
Pres., Gen. Mgr.....Jack Keating
Commercial Manager.....Don Harris
Chief Engineer.....Bevin Roth

KUJ

WALLA WALLA—1928—MBS
DON LEE

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....KUJ, Inc.
Business-Studio Address.....55 E. Main St.
Phone Number 1230
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Weed
Membership .....NARTB, BAB
Pres., Gen. Mgr.....H. E. Studebaker
Sta. Comm. Mgr.....Don Wike
Program Director.....Martin Tobin
Chief Engineer.....M. L. MacLafferty

KPQ

WENATCHEE—1929—ABC

Frequency: 560 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Wescoast Bcstg. Co., Inc.
Bus.-Studio Address.....2nd & Columbia Sts.
Phone Number 2757
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....BAB
President .....Rogan Jones
Sta., Gen. Mgr.....James W. Wallace
Prom., Comm. Mgr. .....Pat O'Halloran
Pgm., Prod. Director.....Emerson Elder
Publicity Director .....Charlotte Tochterman
Chief Engineer.....George Frese
Chief Announcer.....Bill Denton
Consulting Engineer.....Bill Foss

KWNW

WENATCHEE—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Wenatchee Broadcasters
Address .....P. O. Box 1510
Phone Number 2468-2469
Air Time .....6 a.m.-12 M.
Transcription Service .....Standard
News Service .....AP
Representative .....McGillvra
General Mgr.....Stuart S. Maus
Sta., Comm. Mgr.....Mark A. Sorley
Chief Engineer.....Warren Brown

KIMA

YAKIMA—1944—CBS

Frequency: 1460 Kc. ...Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By .....Cascade Bdcstg. Co.
Address.....P. O. Box 702
Phone Number 6197
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative.....Weed & Co.
Membership .....NARTB, BAB
President.....A. W. Talbot
Gen., Prom. Mgr.....R. Lee Black
Sta. Mgr., Prog. Dir.....Thomas C. Bostic
Publicity Dir.....Helen A. Turnell
Chief Engineer.....J. Barry Watkinson

KIT

YAKIMA—1929—ABC—NBC

Frequency: 1280 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....KIT, Inc.
Business-Studio Address..414 E. Yakima Ave.
Phone Number 8115
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Capitol
Representative .....Branham
Membership .....BAB
President .....Carl E. Haymond
Station Manager.....James A. Murphy
Com., Prom. Mgr.....Jack H. Goetz
Production Director.....Jas. W. Nolan
Chief Engineer.....H. B. Murphy

KYAK

YAKIMA—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Yakima Bcstg. Co.
Address.....P. O. Box 172
Phone Number 2-7143
Transcription .....World
News Service .....UP
Membership .....NARTB, BAB
President.....Robert S. McCaw
Station Manager.....W. W. Boone
Commercial Manager.....I. N. Prell
Program Director.....Gerald Webb
Chief Engineer.....Donald E. Gardner

WHY IS AP THE BEST?

BECAUSE-AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

WEST VIRGINIA

Pop. April 1, 1953 (Est.) 2,106,000—Total Housing Units 547,000
Families April 1, 1953 (Est.) 498,000—Stations in State 40

WJLS
BECKLEY—1939—CBS

Frequency: 560 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....WJLS Building
Phone Number 7311
Air Time .....Unlimited
News Service .....UP
Representative .....Weed
Membership .....NARTB
Pres., Gen. Mgr.....Joe L. Smith, Jr.
Station Manager.....Virginia N. Cooper
Sales Prom. Mgr., Pub. Dir.....W. R. Barrett
Program Dir.....W. S. Jackson
Chief Engineer.....Al J. Ginkel

WWNR
BECKLEY—1946—MBS

Frequency: 620 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Rahall Bcstg. Co.
Business-Studio Address.....1565 Harper Rd.
Phone Number 9309
Air Time.....18 hrs.
News Service .....AP
Representative ..... Walker
President.....N. Joe Rahall
General Manager.....R. H. Booth
Chief Engineer.....Robert Ramsey

WHIS
BLUEFIELD—1928—NBC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By....Daily Telegraph Prtg. Co.
Business-Studio Address....623 Commerce St.
Phone Number 7114
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Cole
Representative .....Katz
Vice President.....Hugh I. Shott, Jr.
Gen., Sta. Mgr., Chief Eng.....P. T. Flanagan
Pgm., Pub. Dir.....William Hostetter

WKOY
BLUEFIELD—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....WKOY, Inc.
Address.....West Virginian Hotel
Phone Number 7405
Air Time.....6 a.m.-12 M.
News Service .....UP
Representative .....Devney & Co.
Pres., Gen., Sta., Comm. Mgr..J. Lindsley Alley
Program Director.....Emma Sue Phelps
Chief Engineer .....Roy Yost

WCAW
CHARLESTON—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Corp.
Business Address.....P. O. Box 2791
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....McGillvra
Pres., Gen. Mgr.....Garland F. Wilkinson
General Manager.....Selma Pierson
Commercial Manager.....James H. Tomblin
Program Director.....Al Walker
Chief Engineer.....William Stone

WCHS
CHARLESTON—1927—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By .....The Tierney Co.
Address.....1111 Virginia St. E.
Phone Number 28-131
Air Time.....Full Time
News Service.....AP, UP
Representative .....Branham
Membership .....NARTB, BAB
President.....Lewis C. Tierney
V.P., Gen. Mgr.....John T. Gelder, Jr.
Comm. Mgr.....John L. Sinclair, Jr.
Prom., Pub. Dir.....Frank E. Shaffer
Program Director.....Morton S. Cohn
Chief Engineer .....William E. Dixon

WGKV
CHARLESTON—1939—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....The Kanawha Valley Bdcstg. Co.
Address .....210 Dickinson St.
Phone Number 3-7541
Air Time.....6 a.m.-3 a.m.
News Service .....AP
Transcription Service .....Associated
Representative ....Robert Meeker Assos., Inc.
Pres., Gen. Mgr.....R. M. Venable
Program Director.....Phil Vogel
Sales Prom. Mgr.....Charles High
Publicity Dir.....Joe Farris
Chief Engineer.....Harry R. Bowen

WKNA
CHARLESTON—1946

Frequency: 950 Kc...Power: 5000 d., 1000 n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....804 Kanawha Blvd.
Phone Number 39-971

Air Time.....5:30 a.m.-12 M.
News Service .....AP
Representative .....Weed
Pres., Gen. Mgr. .....Joe L. Smith, Jr.
General Manager.....George J. Gray
Chief Engineer.....A. J. Ginkel

WTIP

CHARLESTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Chemical City Bcstg. Co.
Bus.-Studio Address.....Capitol & Fife
Phone Number 23-136
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NARTB, BAB
President .....Gus Zaharis
Gen., Sta. Mgr.....Berton Sonis
Comm. Mgr.....Mel S. Burka
Program Director .....Joseph J. Herget
Chief Engineer.....Paul Sullivan

WBLK

CLARKSBURG—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Address.....444½ W. Pike St.
Phone Number 4-7571
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Branham
Membership .....BAB
President .....Austin Wood
General Manager.....George H. Clinton
Sta., Comm., Pub. Mgr.....Fred Zimmerman
Prog., Prom. Director.....Carl Loose
Chief Engineer.....Harry S. Brown

WHAR

CLARKSBURG—1946—MBS-KBS ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Mountain State Bcstg. Co.
Address Trans. Loca. .....Radio Plaza
Phone Number 4-5525-6
News Service .....UP
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
Pres., Gen., Mgr.....Glacus G. Merrill
Commercial Manager.....F. T. Gregg
Program Director .....James Harper
Publicity Dir.....Robert Edge
Chief Engineer.....Beryl Snyder

WPDX

CLARKSBURG—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Clarksburg Bcstg. Corp.
Business-Studio Address.....339 W. Main St.
Phone Number 4-6425
News Service .....AP
Transcription Service .....World
President.....O. L. Billingsley
Gen., Sta. Mgr.....R. C. Warden
Comm., Sales Prom. Mgr.....Joe M. Larosa
Prog., Pub. Dir.....Dewitt Wyatt
Chief Engineer.....R. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....W. Va. Radio Corp.
Address.....P. O. Box 967, Elkins
Phone Number 1300
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
President.....Mrs. A. J. R. Greer
Sta. Mgr., Ch. Eng.....T. B. Greenhaw
Program Director.....James W. Kramer

WMMN

FAIRMONT—1928—CBS

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By.....Storer Bdcstg. Co.
Address .....208 Adams Street
Phone Number 3100
Transmitter Location .....Monongah
Air Time.....5 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Katz Agency
Membership .....NARTB, BAB
President .....George B. Storer
General Manager .....Lee B. Wailes
Station Manager.....A. G. Ferrise
Program Director.....William W. Powell
Chief Engineer.....Harry W. Jackson

WVVW

FAIRMONT—1946—MBS-ATLANTIC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fairmont Bcstg. Co., Inc.
Bus.-Studio Address.....108 Gaston Ave.
Phone Number 5000
Air Time.....6:45 a.m.-1:15 a.m.
News Service .....AP
Transcription Service .....SESAC
President.....J. Patrick Beacom
Gen., Sta. Mgr.....Numa Fabre, Jr.
Comm., Prom. Manager....Robert Drummond
Program Dir.....Larry Dietz
Chief Engineer.....Ray Stanford

WHTN
HUNTINGTON—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper...Greater Huntington Radio Corp.
Business-Studio Address....1112½ Fourth Ave.
Phone Number 3-3453
Air Time .....Daytime
News Service .....UP
Transcription Service .....Thesaurus
President.....A. B. Hyman
Gen., Comm. Mgr.....John S. Phillips
Program Director.....Raymond Anderson
Chief Engineer.....Harold F. Sturm

WPLH
HUNTINGTON—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntington Bcstg. Corp.
Business-Studio Address.....1105 Fourth Ave.
Phone Number 3-3421
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Capitol
Representative .....Walker
Membership .....NARTB
Gen., Sta., Comm. Mgr.....F. J. Evans
Program Director.....Naseeb Tweel
Sales Prom. Manager.....Curtis S. Clark
Publicity Dir.....June Manning
Chief Engineer.....Alvin V. Jayne

WSAZ
HUNTINGTON—1923—ABC

Frequency: 930 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WSAZ, Inc.
Business-Studio Address.....201 Ninth St.
Phone Number 38-401
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Katz
Membership .....NARTB
President.....Col. J. H. Long
General Manager.....Lawrence H. Rogers
Sta., Comm. Mgr.....C. T. Garten
Prom., Pub. Dir.....Charles Dinkins
Program Director.....Bert Shimp
Chief Engineer.....Leroy Kilpatrick

WKYR
KEYSER—1952

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Glacus G. Merrill
Address.....Box 1526, Clarksburg
President.....Glacus G. Merrill

WLOG
LOGAN—1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...C. H. Frey, R. O. Greever
Address.....445 Stratton St.
Phone Number 540
News Service .....UP
Partner.....Clarence H. Frey
Partner.....Robert O. Greever

WVOW
LOGAN—1952—KBS

Frequency: 1290 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Logan Bcstg. Corp.
Address.....Consolidated Bus Terminal Bldg.
Phone 2356
Transcription Service .....Lang-Worth
News Service .....UP
Representative .....McGillvra
President.....C. M. Browning
Gen., Comm. Mgr.....H. V. Diefenbach
Program Director.....C. T. Snowdon
Promotion Manager.....Robert Gaynor
Chief Engineer.....Barney Tilley, Jr.

WEPM
MARTINSBURG—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Martinsburg Bcstg. Co.
Business Address.....P. O. Box 874
Phone Number 5252
Air Time.....17 hrs.
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB
Partners....C. Leslie Golliday and C. M. Zinn
Program Director.....Eunice J. Schneider
Chief Engnieer.....Ralph Thomas

WHJC
MATEWAN—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By....Three State Bcstg. Co.
Address .....Radio Hill
Phone Number 4771
Air Time .....Daytime
News Service .....UP
Transcription Service .....SESAC
Membership .....NARTB
President .....Fred Morningstar
General Manager.....Fred Staples
Commercial Mgr.....Roy Hatfield
Program Dir.....Jack Collette
Chief Engineer.....Leonard Dykema

WMON

MONTGOMERY—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayette Associates, Inc.
Address.....1028 1st Ave.
Phone Number 620
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
President.....Arnold M. Vickers
Sta., Prog., Pub. Mgr.....Andrew W. Vickers
Chief Engineer.....Campbell J. Craver

WAJR

MORGANTOWN—1941—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...West Virginia Radio Corp.
Business-Studio Address.....446 Spruce St.
Phone Number 9488
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Membership .....NARTB
President .....Agnes J. Reeves Greer
Station Mgr.....John W. Johns
Comm., Prom. Mgr.....George J. Shean
Program Dir.....Jack Fleming
Chief Engineer.....Al Novak

WMOD

MOUNDSVILLE—1950—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Moundsville
Address .....P. O. Box 308
Phone Number 1730
News Service .....UP
President.....Robert W. Munn
Gen., Prom. Manager.....John T. Taylor
Program Dir.....George W. Wright
Chief Engineer.....Jerry Boles

WOAY

OAK HILL—1946

Frequency: 860 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Oak Hill
Phone Number 651
News Service .....AP
Transcription Service.....Capital, Thesaurus
Membership .....NARTB
Pres., Gen. Mgr.....Robert R. Thomas, Jr.
Chief Engineer.....James Bucy

WCOM

PARKERSBURG—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Parkersburg Bdcstg. Co.
Address.....317 Ninth St.
Phone Number 7-4491
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
President.....Joseph M. Handlan
Gen., Sta., Mgr.....A. N. Archer
Chief Engineer.....William Collins

WPAR

PARKERSBURG—1935—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Business-Studio Address .....211½ 5th St.
Phone Number 7-5475
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Branham
Membership .....NARTB, BAB
President.....Austin V. Wood
Gen., Sta., Comm. Mgr.....George H. Clinton
Sales Prom. Mgr.....Lawrence V. Murphy
Program Dir.....Sherman Grimm
Publicity Director.....Hazel N. Mercer
Chief Engineer.....V. G. Brooks

WWYO

PINEVILLE—1949

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By ..Wyoming Bdcstg. Co., Inc.
Address .....Box 184
Phone Number 2711
Air Time.....6 a.m.-Sunset
News Service .....UP
Transcription Service.....Lang-Worth, Cole
President.....R. D. Bailey
Sta., Com. Mgr.....Edward Hawley
Program Director.....Don W. Reed
Chief Engineer.....William D. Stone

WLOH

PRINCETON—1947—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mountain Bcstg. Service
Phone Number 2151
Studio-Trans. Loca.....Lilly Grove
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
Partner and President.....Harold P. Hunnicutt
Partner and Treas.....Dewey Bailey
Gen., Sta. Mgr.....Melvin F. Barnett
Commercial Manager.....James M. Angel
Program, News Director.....Al Rich
Chief Engineer.....Earl H. Graham

WRON

RONCEVERTE—1947—NBC—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Blake Bcstg. Co.

Address ..... Franlkin Bldg.
Representative..... Joseph Hershey McGillvra
Membership ..... NARTB
Pres., Gen. Mgr..... William E. Blake
Program Director..... Clyde M. Hopper
Chief Engineer..... Hugh I. Shott II

WEIR

WEIRTON—1950

Frequency: 1430 Kc..... Power: 1000 Watts
Owned-Oper. By..... Tri-State Bcstg. Co.
Address..... 3992 Main St.
Phone Number 2815
Transcription Service... Associated, Thesaurus
News Service ..... AP
Representative ..... Rambeau
President..... Thomas E. Millsop
General Manager..... Edward J. Hirschberg
Station Manager..... W. H. McCroba
Com., Prom. Mgr..... Van Lane
Chief Engineer..... Frank W. Schaefer

WBRW

WELCH—1940—MBS—KBS

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By.... McDowell Service Co.
Address..... 10 Riverside Drive
Phone Number..... 818
News Service ..... AP
Transcription Service ..... Thesaurus
Membership ..... NARTB
President..... J. G. Hunt
Prom., Gen., Comm. Mgr..... Ellis Landreth
Prog., Pub. Dir..... John J. Villani

WELC

WELCH—1950

Frequency: 1150 Kc.... Power: 1000 Watts d.
Owned-Oper. By..... Pocahontas Bcstg. Co.
Address ..... Premier Mountain
Phone Number 1150
News Service ..... UP
Representative ..... McGillvra
Transcription Service ..... Capitol
Membership ..... NARTB
President ..... Sam Sidote
General Manager..... Tom Hicks
Comm. Mgr..... Van B. Darby
Chief Engineer..... Howard R. King

WHAW

WESTON—1948—KBS-MBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By ..... Lewis Service Corp.
Address..... P. O. Box 431
Phone Number 1555
News Service ..... UP
Transcription Service ..... Associated
Representative ..... Donald Cooke, Inc.
Pres., Gen. Mgr. ..... Harold McWhorter
Comm., Prom. Mgr..... Glenn Short
Program Director..... Don McWhorter
Chief Engineer..... Roscoe J. Bailey

WHLL

WHEELING—1949

Frequency: 1600 Kc..... Power: 5000 Watts d.
Owned-Operated By..... Wheeling Bcstg. Co.
Address ..... Box 989
Phone Number 6700
News Service ..... UP
Transcription Service ..... Gill-Keefe-Perna
Pres., Gen. Mgr..... K. H. Forney
Commercial Manager..... Paul Miles
Program Director..... James Smith

WKWK

WHEELING—1941—ABC

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper. By..... Community Bcstg., Inc.
Trans. Add. . . Pythian Bldg. 16th & Market Sts.
Phone Number..... 5320
News Service ..... UP
Station Representative ..... Weed
Pres., Gen. Manager..... John B. Reynolds
Commercial Manager..... Alfred C. Ihlenfeld
Program Director.... Nancy A. Hilmes Vieweg
Chief Engineer..... Fred A. Baker

WWVA

WHEELING—1926—CBS

Frequency: 1170 Kc..... Power: 50,000 Watts
Owned-Oper. By..... Storer Broadcasting Co.
Address..... Hawley Bldg.
Phone Number..... Wheeling 5383
Air Time..... Full time
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... John Blair
Membership ..... NARTB, BAB
President..... George B. Storer
General Manager..... Lee B. Wailes
Station Manager..... Wm. E. Rine
Publicity Dir..... Howard W. Meagle
Assistant Manager..... Paul J. Miller
Program Director..... Paul A. Myers
Chief Engineer..... Edwin L. Keim

WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper. By..... Williamson Bcstg. Corp.
Business Address ..... Williamson
Phone Number 1241
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... Thesaurus
Membership ..... NARTB, BAB
President ..... Clarence Lovitch
Gen.-Sta.-Comm. Mgr..... Alice Shein
Program Director..... John T. Blair, Jr.
Chief Engineer..... Robert W. Bullio

WISCONSIN

Pop. April 1, 1953 (Est.) 3,558,000—Total Housing Units 1,068,000
Families April 1, 1953 (Est.) 963,000—Stations in State 64

WATK

ANTIGO—1948

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Antigo Bcstg. Co.
Business-Studio Address.....936 Superior St.
Transcription Service.....Lang-Worth
President.....Artemas F. Burner
Commercial Manager.....Donald Burns
Chief Engineer.....Robert Fowler

WHBY

APPLETON—1924—MBS WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Bus.-Studio Address.....600 So. Lawe St.
Phone Number 3-6639
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Meeker
Comm., Gen., Sta. Mgr. .....Earl H. Huth
Sales Promotion Manager.....Allan Sampson
Program Director.....Greg McElrone
Publicity Director .....Lewis Process
Chief Engineer.....George Merkl

WATW

ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By ..Upper Michigan-Wisconsin Broadcasting System, Inc.
Address .....Ironwood
Phone Number 20
Air Time.....5:55 a.m.-11:55 p.m
Transcription Service .....Thesaurus
Representative ..... Walker
Membership .....NARTB
President .....William L. Johnson
Commercial Manager.....Donald Hoover
Station Manager.....Todd Hogan
Sales Prom. Mgr., Prod. Dir. ..Arnold Peterson
Pgm., Pub. Dir.....Mary Jean Anno
Chief Engineer .....Otto Link

WBEV

BEAVER DAM—1951

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By...Beaver Dam Bcstg. Co.
Address .....Radio Park
Phone Number 4443
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
President.....William E. Walker
General Mgr.....Charles R. Dickoff
Comm. Mgr.....W. B. Walker
Sales Prom. Mgr.....Eugene Walker
Program Dir.....John Saxe
Chief Engineer.....Alister Alexander

WBEL

BELOIT—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Beloit Bcstrs., Inc.
Business-Studio Address....335 E. Grand Ave.
Phone Number .....College 1380
Air Time.....5:30 a.m.-Local Sunset
News Service .....AP
Transcription Service .....Thesaurus
President .....Lloyd Burlingham
General Mgr.....L. O. Fitzgibbons
Station Mgr.....Hazel M. Fitzgibbons
Commercial Manager .....Joe Moen
Prom., Pub. Dir.....Roland Spongberg
Chief Engineer.....Leo Wilson

WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Beloit Bcstg. Co.
Business-Studio Address.....Hotel Hilton
Phone Number.....College 6024
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....George W. Clark
President.....Sidney H. Bliss
Gen., Sta., Prom. Mgr.....John H. Rhodes
Commercial Manager.....Gene Steinhorst
Program Dir.....Bob Rathe
Publicity Dir.....Ruth N. Barr
Chief Engineer.....Stanley Holmes

WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WBIZ, Inc.
Bus.-Studio-Transmitter Address..609 Cameron St.
Phone Number 5111-2
Air Time .....6:30 a.m.-12 M.
News Service .....UP
Representative .....McGillvra
President, General Mgr.....James J. Conroy
Station Manager.....Stan Torgerson
Comm., Prom. Mgr.....Paul Albrecht
Program Dir.....Dean Osmundson
Chief Engineer.....Lee Gunderson

WEAU

EAU CLAIRE—1937—NBC

Frequency: 790 Kc.....Power: 5000 Watts

Owned-Operated By.....Central Bcstg. Co.
Business-Studio Add.....203 S. Barstow St.
Phone Number 6149
News Service .....UP
Transcription Service.....Lang-Worth, World
Representative .....Hollingbery
Membership .....NARTB
President.....W. C. Bridges
Gen., Comm. Mgr.....Harry S. Hyett
Sales Prom. Mgr., Pgm. Dir....Robert E. Nelson
Chief Engineer.....T. O. Jorgenson

WRFW

EAU CLAIRE—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Chippewa Valley Radio & Telev. Corp.
Bus.-Studio-Transmitter Address...Rudolph Rd.
Phone Number 2-1629
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Representative .....Forjoe
President.....Thomas K. Werner
Gen. Mgr., News Dir. .....John E. Kelly
Pgm. Dir., Chief Anncr. ...Robert Froemming
Commercial Manager.....Richard Werner

KFIZ

FOND DU LAC—1922
MBS-WISCONSIN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address..18 W. First St.
Phone Number 356
Air Time .....6:30 a.m.-10 p.m.
News Service .....UP
Transcription Service .....World
Membership .....NARTB
Exec. Vice Pres.....Emery W. Martin
General Manager.....Lynn N. Fairbanks
Program Director.....Lucille Fairbanks
Chief Engineer.....Wendell S. Meyers

WBAY

GREEN BAY—1925—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Norbertine Fathers
Phone Number.....Adams 1
News Service .....AP
Representative .....Weed
Managing Director .....Rev. M. J. Beemster
General-Station Mgr.....Haydn R. Evans
Sales Prom. Manager.....Lee Stinson
Program Director.....Rodger Mueller
Publicity Director.....Karl Gorsche
Chief Engineer.....Wallace Stangel

WDUZ

GREEN BAY—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Green Bay Bcstg. Co.
Business-Studio Address.....225 N. Adams St.
Phone Number.....Howard 6300
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Lang-Worth, World
Representative.....John E. Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Ben A. Laird
Station Manager.....Robert G. Nelson
Commercial Manager...Robert A. Vandersteen
Program Director.....Don Arthur

WJPG

GREEN BAY—1947—WISCONSIN

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watte n.
Owned-Oper. By....Green Bay Newspaper Co.
Business Address.....P. O. Box 620
Phone Number.....Howard 6400
Air Time.....6 a.m.-12 M.
Newspaper Affiliation .....“Press-Gazette”
News Service .....AP
Transcription Service.....Standard, Thesaurus
Representative .....McGillvra
Membership .....NARTB
President.....V. I. Minahan
General Manager.....A. B. Turnbull
Station Manager.....John M. Walter
Commercial Manager.....Glen R. Holznecht
Program Dir.....Jack Stelling
Publicity Dir.....James Bartelt
Chief Engineer.....Elmo Reed

WTKM

HARTFORD—1950

Frequency: 1540 Kc.....Power: 500 Watts d.
Owned-Operated By.Kettle Moraine Bcstg. Co.
Address .....Hartford
Phone Number 61
Transcription Service .....SESAC
News Service .....UP
Membership .....NARTB
Pres., Gen. Mgr.....Walter Zastrow
Sta., Prom., Pub. Dir.....Don Zastrow
Comm. Mgr., Prog. Dir.....Redd Hall
Chief Engineer.....Herbert Jordan

WCLO

JANESVILLE—1930
MBS-WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Southern Wisconsin Radio, Inc.
Business-Studio Address..200 E. Milwaukee St.
Phone Number 3316
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Newspaper Affiliation.....“Daily Gazette”
Representative.....George W. Clark, Inc.
Membership .....NARTB, BAB

President.....Sidney H. Bliss
Gen., Sta. Mgr.....V. W. Williams
Commercial Manager.....Charles W. Bessire
Prom., Pgm., Pub. Dir.....Ralph Schroeder
Chief Engineer.....Wayne Clay

WLIP

KENOSHA—1947

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Operated By.....Kenosha Bcstg. Co.
Bus.-Studio-Transmitter Address....625 57th St.
Phone Number 6162
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....World
Representative .....Everett-McKinney
Membership .....BAB
General Manager .....William L. Lipman
Station Manager.....Hugh Gately
Program Director.....Jerome Golden
Chief Engineer.....Casimir Lubinski

WKBH

LA CROSSE—1923—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBH, Inc.
Business-Studio Address.....409 Main St.
Phone Number 2-4678
Air Time.....6 a.m.-M.
News Serivce .....AP
Transcription Service .....World
Representative .....The Taylor Co.
Membership .....NARTB, BAB
President, Station Mgr.....Howard Dahl
Program Director.....Berneice Callaway
Chief Engineer.....Al Leeman

WKTY

LA CROSSE—1948—ABC

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....La Crosse Bcstg. Co.
Business-Studio Address.....112 N. 4th St.
Phone Number 2-6042
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Weed
Membership .....NARTB
V. P., Gen. Mgr.....Verl Bratton
Prom., Prog. Dir.....John Bondeson
Chief Engineer.....George W. Egli

WLCX

LA CROSSE—1947—MBS

Frequency: 1490 Kc.....Power 250 Watts
Owned-Operated By.....Bermac Radio, Inc.
Business-Studio Address.....State Bank Bldg.
Phone Number 4-4521
Air Time.....6 a.m.-12 M.
News Service .....UP
Representative .....McGillvra
President.....James J. Conroy
Gen., Sta. Mgr.....Milo G. Knutson
Comm. Mgr.....Roy E. Nicholson
Prom., Pub. Dir.....Catherene Guillaume
Program Dir.....Rosemary Castor
Chief Engineer.....Phillip Euhling

WLDY

LADYSMITH—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Flambeau Bcstg. Co.
Bus.-Studio-Transmitter Address....Ladysmith
Phone Number 584
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Thomas Clark
Membership .....NARTB, BAB
President.....O. J. Falge
Gen., Sta., Prom., Comm. Mgr....A. T. Shields
Pub. Dir.....Corinne Kopp
Program Dir.....Joseph Dahlvig
Chief Engr., News Dir.....Jeff Evans

WHA

MADISON—1922—WISCONSIN

Frequency: 970 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Univ. of Wisconsin
Address .....Radio Hall
Phone Number 5-2988
News Service .....UP
Director.....H. B. McCarty
Program Director.....William Harley
News Director.....Roy Vogelman
Chief Engineer.....John H. Stiehl

WIBA

MADISON—1925—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....Badger Bcstg. Co.
Business-Studio Address.....3800 Regent St.
Phone Number 3-5311
Transmitter Location .....Fitchburg
News Service .....AP
Transcription Service .....Thesaurus
News. Affil.....“Capital Times,” “Wisc. State Journal”
Representative .....Avery-Knodel
Membership .....NARTB
President.....William T. Evjue
General Manager.....Kenneth F. Schmitt
Commercial Manager.....Howard A. Johnson
Program Director.....Robert N. Dick
Publicity Director.....Joyce Wickware
Chief Engineer.....Norman Hahn

WISC

MADISON—1948—MBS
ABC-ARROWHEAD

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By .....Radio Wisconsin, Inc.

Address .....Comm. State Bank Bldg.
Phone Number 7-2588
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
President .....Morgan Murphy
General Manager .....Ralph O'Connor
Comm., Prom. Mgr.....Richard S. Nickeson
Program Director.....Morton Wagner
Publicity Dir.....Beverly White
Chief Engineer .....W. M. Greely

WKOW

MADISON—1948—CBS

Frequency: 1070 Kc....Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By.....Monona Bcstg. Co.
Address.....215 W. Washington Ave.
Phone Number 7-2261
Air Time.....Full Time
News Service .....UP
Transcription Service .....Capitol
Representative .....Headley Reed
President .....Stewart Watson
Gen., Comm. Mgr.....Michael Henry
Program Director.....Audrey Johnson
Chief Engineer.....Vince Vanderheiden

WOMT

MANITOWOC—1926—MBS-WISC.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Francis M. Kadow
Business-Studio Address.....Radio Bldg.
Phone Number 5015
Transmitter Location.....Easy St.
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative.....Indie Sales, Inc.
Membership .....NARTB
President, Gen. Mgr.....Francis M. Kadow
Program Director.....George H. Erdman
Sales Prom. Mgr.....L. J. Splitt
Chief Engineer.....W. F. Duben

WWOC

MANITOWOC—1952

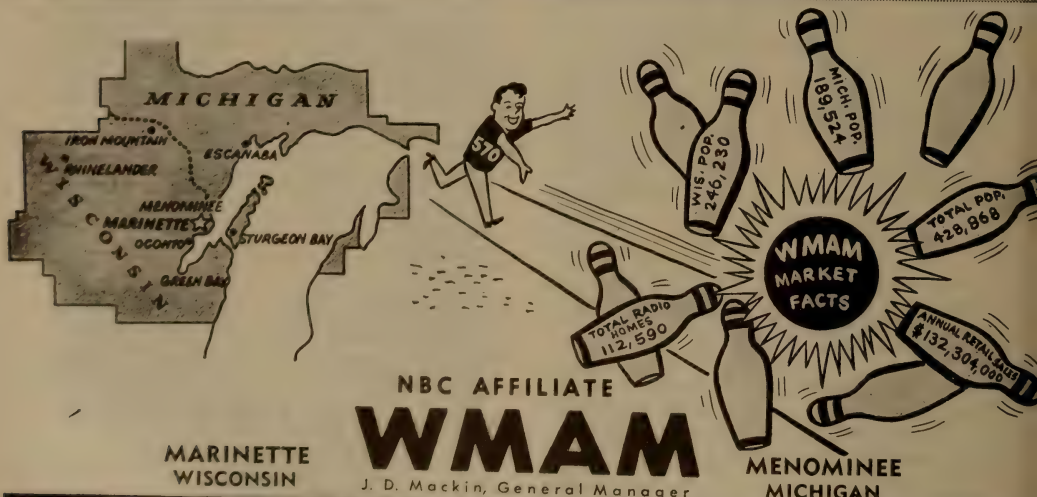
Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By....Manitowoc Bcstg. Co.
Address .....Box 101
Phone 7763
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Ptnr., Gen. Mgr.....Edward Allen, Jr.
Ptnr., Chief Engineer.....Edward Jacker

WMAM

MARINETTE—1939—NBC

Frequency: 570 Kc.....Power: 250 Watts d.; 100 Watts n.

THE LITTLE STATION WITH THE..... BIG WALLOP!



NBC AFFILIATE
WMAM
J. D. Mackin, General Manager
MARINETTE WISCONSIN
MENOMINEE MICHIGAN
Represented Nationally by George W. Clark*, Inc.

Owned-Oper. By.....M. & M. Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address....Radio Park
Phone Number 2-6631
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative.....George W. Clark
Membership .....BAB
President.....William E. Walker
General Manager.....Joseph D. Mackin
Commercial Manager.....Howard L. Emich
Sales Prom. Mgr.....Ed Maxwell
Program Director.....Pat Kehoe
Chief Engineer.....Al Alexander

WDLB

MARSHFIELD—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Own.-Oper. By Dairyland's Bdcstg. Serv., Inc.
Add. Trans. Loca. .....1710 N. Central Ave.
Phone Number 1450
Air Time .....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Capitol, SESAC
Membership .....NARTB, BAB
President .....Lloyd L. Felker
Gen., Sta. Mgr., Pub. Dir. ..Robert W. Behling
Comm. Mgr.....Roger Thomsen
Sales Prom. Mgr.....Ron Smith
Program Dir.....Paul Olsen
Chief Engineer .....Jerry Boos

WIGM

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WIGM, Inc.
Bus.-Studio-Transmitter Address .....Medford
Phone Number 5147
News Service .....UP
Transcription Service .....SESAC
Representative .....Continental
Pres., Gen. Mgr.....Charles H. Nelson
Program Director.....Richard Johnson
Chief Engineer.....Ray Bonhart

WMNE

MENOMONIE—1951—KBS

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By....Capitol City Bcstg. Co.
Address .....603½ Broadway
Phone Number 1156
Transcription Service .....Lang-Worth
News Service .....UP
President.....William F. Johns, Jr.
Gen., Sta., Comm. Mgr....Dr. Wendell Hansen
Sales Prom. Mgr.....James Bailey
Prog., Pub. Dir.....Douglas Weikley
Chief Engineer.....Glen Reed

WLIN

MERRILL—1948—MBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Alvin E. O'Konski
Business Address.....Merrill
Phone Number 1444
Air Time .....6:30 a.m.-12 M.
News Service.....AP, UP
Membership .....NARTB, BAB
Transcription Service..Standard, Capitol, Cole
Representative ..... Rambeau
President, Gen. Mgr.....Alvin E. O'Konski
Chief Engineer.....Chris Zercher

WEMP

MILWAUKEE—1935

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Milwaukee Bcstg. Co.
Bus.-Address.....710 N. Plankinton Ave.
Phone Number.....MArquette 8-7722
Air Time .....24 Hours
News Service .....UP
Representative .....Headley Reed
Membership .....NARTB, BAB
President .....Glenn D. Roberts
Gen., Sta. Manager.....Hugh K. Boice, Jr.
Commercial Manager.....John C. Gagliano
Sales Prom. Manager.....Lou Riepenhoff
Program Director.....Tom Shanahan
Chief Engineer.....Rolland Paske

WFOX

MILWAUKEE—1946

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By....Wisconsin Bcstg. System, Inc.
Address.....208 E. Wisconsin Ave.
Phone Number .....Broadway 2-1272
News Service .....AP
Representative.....George Clark, Inc.
Pres., Gen. Mgr.....Charles J. Lamphier
Station Manager.....George DeGrace
Program Director.....Charles La Force
Chief Engineer.....George Dodge

WISN

MILWAUKEE—1922—CBS

Frequency: 1150 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Hearst Corporation
Address .....540 N. Plankinton Ave.
Phone Number .....Division 2-3000
Air Time.....6 a.m.-12 M.
News Service .....INS, UP
Transcription Service .....World
Representative .....The Katz Agency
Membership .....NARTB
President .....Charles McCabe
Manager.....Harry D. Peck

Comm. Mgr. ..... R. E. Shireman
Sales Prom. Mgr. ..... Gerald S. Cohen
Program Director ..... Jack Raymond
Chief Engineer ..... Donald A. Weller

WCAN

MILWAUKEE—1948—ABC

Frequency: 1250 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Midwest Bcstg. Co.
Business-Studio Address ..... 723 N. Third St.
Phone Number ..... Broadway 6-2154
Air Time ..... 18 hrs.
News Service ..... UP
Representative ..... O. L. Taylor
President ..... Lou Poller
Gen., Sta., Comm. Mgr. ..... Alex Rosenman
Prog., Pub. Dir. ..... Burt Levine
Chief Engineer ..... Herbert Eckstein

WMIL

MILWAUKEE—1947

Frequency: 1290 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ... Cream City Bcstg. Co., Inc.
Bus.-Studio Address .. 2625 W. Wisconsin Ave.
Phone Number ..... West 3-1290
Air Time ..... Day Time
News Service ..... UP
Transcription Service ..... SESAC, Cole
Representative ..... Forjoe
Membership ..... NARTB, BAB
President ..... Gene Posner
Gen. Mgr. ..... Jerome Sill
Program Director ..... Arthur H. Vogel
Chief Engineer ..... Gino Monaco

WOKY

MILWAUKEE—1950

Frequency: 920 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ..... Bartell Bdcsters, Inc.
Bus.-Studio Address ..... Empire Bldg.
Phone Number ..... Broadway 1-8428

WTMJ

MILWAUKEE—1927—NBC

Frequency: 620 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... The Journal Co.
Business Address ..... 720 E. Capitol Dr.
Phone Number ..... Broadway 1-6000
Air Time ..... 19 hrs.
News Service ..... AP
Representative ..... Christal
V.P., General Mgr. ..... Walter J. Damm
Asst. Gen. Mgr. ..... R. G. Winnie
Station Manager ..... George Comte
Research & Devel. Co-ordinator .. L. W. Herzog
Sales Manager ..... Neale V. Bakke
Mgr., Engineering ..... Philip B. Laeser
Mgr., Pub. Serv. & Prom. ..... Bruce Wallace
Traffic Manager ..... Fran Bignell

WEKZ

MONROE—1951

Frequency: 1260 Kc. ..... Power: 500 Watts d.
Owned-Operated By .. Green County Bcstg. Co.
Address ..... P. O. Box 460
Phone Number 1260
Transcription Service ..... Capitol
News Service ..... AP
President ..... Kenneth Stuart
Gen., Sta. Mgr. ..... Grant A. Ritter
Program Director ..... Stan Neuberger
Chief Engineer ..... Rex Eyler

WNAM

NEENAH—MENASHA—1947

Frequency: 1280 Kc. ..... Power: 1,000 Watts
Owner ..... Neenah-Menasha Bcstg. Co.
Bus.-Studio Add. ..... 101 E. Wisconsin Ave.
Phone Number 2-2871
Air Time ..... 6 a.m.-12 M.
News Service ..... UP
V. P., General Manager ..... Don C. Wirth
Chief Engineer ..... E. W. Fliegel

WOSH

OSHKOSH—1941—ABC-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Oshkosh Bcstg. Co.
Transmitter Location ..... 1235 Bowen St.
Phone Number ..... Stanley 4580
Transcription Service ..... Capitol
Representative ..... Pearson
Pres., Pgm. Dir. ..... Wm. F. H. Johns, Jr.
General Manager ..... Bill Jones
Chief Engineer ..... Don Zuehike

WPDR

PORTAGE—1952

Frequency: 1350 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Portage Bcstg. Co.
Address ..... Box 53
Phone 1200
President ..... W. T. Comstock
General Manager ..... Warren Anderson
Commercial Manager ..... E. P. Phelps
Program Director ..... Keith Pettack
Chief Engineer ..... Walter Wisnicky

WIBU

POYNETTE—1925—KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... William C. Forrest
Bus.-Transmitter Address ..... Poynette
Phone Number ..... Poynette 98
News Service ..... UP
Transcription Service ..... Standard, SESAC
Pres., Gen., Sta. Mgr. ..... William C. Forrest
Program Dir. ..... Sarah A. Forrest
Chief Engineer ..... L. Stanley Sadler

WPRE

PRARIE DU CHIEN—1952

Frequency: 1280 Kc.....Power: 500 Watts d.
Owned-Operated By.....Prarie Bcstg. Co.
Address .....Box 36
Phone 637
News Service .....UP
President .....Edwin Erdman
Gen., Comm. Mgr.,
Chief Engineer.....W. C. Schlaugat, Jr.
Program Director.....J. W. Hassebrook

WRAC

RACINE—1950—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WRAC, Inc.
Address.....423 Main St.
Phone Number 2-1627
News Service .....UP
Representative.....Sears & Ayer
Membership .....NARTB
President.....C. M. Martin
Sta., Prog. Mgr.....Bob Martin
Comm. Mgr.....Marty Geertz
Publicity Dir.....Dick Fitzgerald
Chief Engineer.....Ray Doane

WRJN

RACINE—1926—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Wisc. Network Corp.
Business Address.....441 Main St.
Phone Number 4-3311
News Service .....AP
Representative .....Walker
Newspaper Affiliation .....“Journal-Times”
Membership .....NARTB, BAB
President.....J. D. McMurray
General Manager.....Harry R. LePoidevin
Station Manager .....Harold J. Newcomb
Commercial Manager .....Gerald D. Nelson
Program Director.....Lyman Merens
Promotion Manager.....Amelia French
Chief Engineer.....F. Lee Dechant

WRDB

REEDSBURG—1952

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....William C. Forrest
Address .....Reedsburg
Phone 1037L
General Manager.....C. W. Peck

AP SELLS

For Stations and Sponsors—

For instance . . . WFHR

“Our income from AP news has been substantial year after year. Many news sponsors have been with us ever since WFHR went on the air more than 11 years ago. AP news sells easily, to national as well as local advertisers. We were among the first AP radio stations. And still feel AP is the best in the business.”

GEORGE T. FRECHETTE,
General Manager,
WFHR, Wisconsin Rapids, Wis.

WOBT

RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Oneida Bcstg. Co.
Business Address .....Rhinelander
Phone Number 1240
News Service .....UP
Representative .....McGillvra
Transcription Service .....Thesaurus
President .....James Cleary
Gen., Comm. Mgr., Prog. Dir...Bruce G. Beichl
Sales Prom. Mgr.....Robert Frye
Program Director.....John Wadd
Chief Engineer.....Charles Marvin

WJMC

RICE LAKE—1938—MBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By .....WJMC, Inc.
Address Trans. Loca. .....1615 S. Main
Phone Number 550
News Service .....UP
Transcription Service.....World, SESAC
Representative .....Hollingbery
President .....W. C. Bridges
Commercial Manager.....Russell J. Brown
Program Director.....Bob Topinka
Chief Engineer .....Robert Kolsky

WRCO

RICHLAND CENTER—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Richland Bcstg. Co.
Address.....P. O. Box 192
Phone Number 20
News Service .....UP
Trans. Serv....SESAC, Lang-Worth, Thesaurus
Membership .....NARTB, BAB
President .....Arthur Overgaard
Gen., Comm. Mgr.....T. R. Kelley
Chief Engineer.....Pete Athanas

WTCH

SHAWANO—1948

Frequency: 960 Kc.....Power: 1,000 Watts d.
Owner.....Shawano County Leader Pub. Co.
Business-Studio Address..107 E. Green Bay St.
Telephone Number 666
Representative .....Lawson
News Service .....UP
Transcription Service .....World
General Manager.....Mrs. Jeanne Donald
Station Mgr.....David W. Hodgins
Chief Engineer.....Clifford G. Graff

WHBL

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc.....Power: 1000 Watts d.; 250 Watts n.
Owned-Operated By.....WHBL, Inc.
Bus.-Studio Address.....P. O. Box 27
Phone Number 4844-5
Air Time .....7 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Associated
Exec. V.P.....C. E. Broughton
Comm. Mgr.....John Harvey
Publicity Dir.....Doris Domnie
Program Director.....Glen James
Chief Engineer.....Herbert J. Mayer

WKLJ

SPARTA—1951—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By....Sparta-Tomah Bcstg. Co.
Address.....124 S. Water St.
Phone Number 3307
Transcription Service.....SESAC, Associated
News Service .....UP
Membership .....NARTB
Pres., Gen. Mgr.....Jon F. Lohmer
Comm. Mgr.....Howard Nordine
Sales Prom. Mgr.....Orion Samuelson
Program Dir.....Andy Carsen
Chief Engineer.....Marvin Moberly

WSPT

STEVENS POINT—1948

Frequency: 1010 Kc.....Power: 250 Watts d.;
Owned-Oper. By.....Stevens Pt. Bcstg. Co.
Business-Studio Address.....414 Main St.
Phone Number 2744
News Service .....UP
Transcription Service .....SESAC
Representative .....Hal Holman
President.....W. F. Johns, Sr.
General Manager.....A. L. Mayer
Program Director.....Joe Cotter
Chief Engineer.....R. Tellekson

WDOR

STURGEON BAY—1948

Frequency: 910 Kc.....Power: 500 Watts d.
Owned-Oper. By...Door County Bcstg. Co. Inc.
Address.....15th & Utah
Phone Number 593
Transcription Service .....Thesaurus
News Service .....AP
Pres., Gen. Mgr.....Edward Allen, Jr.
Commercial Manager.....Jack Baker
Program Director.....Dolores Allen
Chief Engineer.....Joseph Genovese

WOKW

STURGEON BAY—1951

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By...Door County Radio Co.
Address.....Rhode Island St.
Phone Number 1050
News Service .....UP
President .....Sumner Harris
Station Manager.....Herbert H. Graefe
Chief Engineer.....Jack Schaefer

WDSM

SUPERIOR—1939—ABC

Frequency: 710 Kc.....Power: 5000 Watts
Owned-Operated By.....Ridson, Inc.
Business Address.....921 Tower Ave.
Phone Number.....Superior: 4451
News Service .....UP
News. Affil....."Herald & News Tribune"
Transcription Service .....Standard
Representative.....Free & Peters
Membership .....NARTB
President .....Robert Ridder
General Manager.....Rodney A. Quick
Comm. Mgr.....William (Kirby) Lukoskie
Program Director.....Lew Martin
Chief Engineer.....Melvin Laskey

WTRW

TWO RIVERS—1951—KBS

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned-Operated By....Two Rivers Bcstg. Co.
Address .....1817 Washington
Phone Number 324
Transcription Service .....Capitol
News Service .....UP
President .....Wendell Hansen
Gen. Mgr.....Norman C. Haagenson
Comm. Mgr.....Howard Luebke
Chief Engineer.....Elmer Johnson

WTTN

WATERTOWN—1950—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Watertown Radio, Inc.
Address.....104 W. Main St.
Phone Number 2215
Transcription Service .....Thesaurus
Representative .....Schepp-Reiner
Membership .....NARTB
Pres., Gen. Mgr.....Carl V. Kolata
Program Dir.....Arnold Kane
Chief Engineer.....Leonard Benson

AP SELLS

For Stations and Sponsors—

For instance . . . WKBH

"Our fifteen minute AP news shows have an average of 52.7% of the La Crosse listening audience for ALL weekday broadcasts from 8:00 AM to 10:00 PM. AP spot coverage is fast, AP features are bright, and AP prestige is important to listeners and sponsors alike."

HOWARD DAHL,
President and General Manager,
WKBH, La Crosse, Wisconsin

WAUX

WAUKESHA—1947—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By.....Waukesha Bcstg. Co.
Business-Studio Address.....319 W. Main St.
Phone Number 6636
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Holman
Membership .....NARTB
President.....Norman E. Schley
Gen., Sta. Mgr.....Mig Figi
Commercial Manager....Charles E. Williams
Prog. Dir.....Donald Froehlich
Chief Engineer.....Adin Randall

WOSA

WAUSAU—1948—MBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Alvin E. O'Konski
Address .....Wausau
Phone 1444-5
Representative .....Rambeau
Transcription Service..Capitol, Standard, Cole
News Service.....AP, UP
General Manager.....Harold Ladin
Commercial Manager.....Danworth Turner
Program Director.....Jack Larkin
Promotion Manager.....Leon Gabriel
Chief Engineer.....Chris Zercher

WSAU

WAUSAU—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper By.....The Journal Co. (The Milwaukee Journal)
Business-Studio Address.....714 Fifth St.
Phone Number 6521
Air Time.....17 hrs.
News Service .....AP
Transcription Service .....Thesaurus
Representative ..... Meeker
Station Manager.....Ben F. Hovel
Membership .....BAB
President.....John R. Tomek
Gen. Mgr.....Richard R. Tomek
Station Mgr.....Richard D. Dudley
Comm. Mgr.....Edward Hagen
Sales Prom. Mgr.....James Frey
Program Director.....George Bundner
Publicity Dir.....Don Debyle
Chief Engineer.....Roland W. Richardt

WBKV

WEST BEND—1950

Frequency: 1470 Kc.....Power: 500 Watts d.
Owned-Oper. By.....West Bend Bcstg. Co.
Address.....Decorah Rd. & Indiana Ave.
Phone Number 1640
Transcription Service .....Thesaurus
News Service .....UP
President.....Carl H. Rhode
Gen. Mgr.....August C. Berkholtz
Comm., Prom. Mgr., Ch. Eng...Paul J. Mueller
Program Dir.....Roy Ambroise
Chief Engineer.....Paul J. Ripple

WFHR

WISCONSIN RAPIDS—1940 MBS-WIS.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...William F. Huffman Radio
Business Address .....141 W. Grand Ave.
Phone Number 1340
Air Time .....6:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Devney & Son
Membership .....NARTB, BAB
President.....Louise F. Huffman
Gen., Sta., Mgr., Prom. Dir...Geo. T. Frechette
Commercial Manager.....L. J. Zuraski
Prog., Pub. Dir.....James Tighe
Chief Engineer .....Gordon Miller

KILL CANCER
BY SUPPORTING
THE CANCER FUND

WYOMING

Pop. April 1, 1953 (Est.) 309,000—Total Housing Units 94,000
Families April 1, 1953 (Est.) 87,000—Stations in State 14

KSPR

CASPER—1930
MBS-INTERMOUNTAIN

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Donald L. Hathaway
Business Address.....Box 930
Phone Number 3-5777
Air Time.....Full Time
News Service .....UP
Transcription Service.....World, Associated
Representative.....Sears & Ayer
Membership .....NARTB, BAB
Owner, Pres., Mgr.....Donald L. Hathaway
Commercial Manager ...Frederic W. Hufsmith
Program Director.....Marcus R. Nichols
Publicity Director.....James Wade
Chief Engineer .....Duane W. Simons

KVOC

CASPER—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KVOC Bcstg. Co.
Bus.-Studio-Transmitter Address.....1540 So. Wolcott St.
Phone Number 2-4511
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....McGillvra
Membership .....NARTB
President .....Duane Simons
Station Manager.....William F. Shutts
Commercial Manager.....I. E. Shahan
Program Director.....Ethel Buckley
Chief Engineer.....John Mursu

KVWO

CHEYENNE—1952—MBS
INTERMOUNTAIN

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Great West Co.
Address .....Box 926
Phone 2-6433
Transcription Service .....Lang-Worth
News Service .....AP
Representative .....Avery-Knodel
President.....Wm. T. Kemp
Gen. Mgr., Chief Eng.....Frank Toomey
Station Manager.....Don Veta
Nat'l Sales Mgr.....Lynn Meyer

KVWO

MUTUAL
INTERMOUNTAIN

Cheyenne
Wyoming
1370 Kc

Covering Wyoming's Capitol and the Tri-State Area
with the Greatest Power 1,000 Watts

Represented Nationally by Avery-Knodel, Inc.
San Francisco, New York, Chicago, Los Angeles,
Dallas, Atlanta

Intermountain Network
Lynn Meyer
National Sales Manager
146 South Main
Salt Lake City, Utah

WILLIAM T. KEMP, President

KFBC

CHEYENNE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Business-Studio Address.....Plains Hotel
Phone Number 4-4461
Air Time.....Full Time
News Service .....UP
Representative .....McGillvra
Membership .....NARTB, BAB
News. Affil...Wyoming Eagle, Wyoming State Tribune
President.....Tracy S. McCraken
General Manager.....William C. Grove
Commercial Manager.....Charles Cahill
Sales Prom. Mgr.....Dave Young
Program Director.....Mae Sunada
Publicity Director.....Margaret O'Brien
Chief Engineer.....R. C. Pfannanschmid

KODI

CODY—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Absaroka Bcstg. Co.
Address.....P. O. Box 762
Phone Number 444
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
News. Affil.....The Times
Membership .....NARTB
President .....Paul Stock
Gen., Sta., Comm. Mgr.....Chuck Wilson
Program Director.....C. Allen
Chief Engineer.....Bill Ross

KOVE

LANDER—1948—KBS—MBS INTERMOUNTAIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Edward J. Breece
Business Address.....P. O. Box 436
Phone Number 488
Air Time.....6 a.m.-11 p.m.
News Service .....UP
News. Affil.....Wyoming State Journal
Representative .....Continental
President .....Edward J. Breece
Sta., Gen. Mgr.....Jack L. Breece
Comm., Prom. Mgr.....Dorothy L. Reed
Program Director.....Robert Allen
Publicity Director.....Marlene Young
Chief Engineer.....Gary Fehlauer

KOWB

LARAMIE—1948—ABC

Frequency: 1340 Kc.....Power: 250 Watts d.
Own.-Oper. By Snowy Range Bdcstg. Co., Inc.
Address .....Box 972
Phone Number 4888
Air Time.....Full Time
News Service .....AP
Representative .....McGillvra
President .....F. O. Rice
General Manager.....Carroll Mohr
Sta. Mgr., Pgm. Dir.....L. O. Smith
Comm., Sales Prom. Mgr.....J. C. Steele
Consulting Engineer.....Warren Mallory

FOR STATION REPRESENTATIVES, IMPORTANT TELEPHONE NUMBERS SEE PAGES 100-107

KPOW

POWELL—1941
MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By.....A. J. Meyer
Address .....Box 879
Phone Number 222
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Commercial Mgr.....Ken Doty
Gen., Sta. Mgr.....Al Meyer
Program Director.....Agnes Fields
Chief Engineer.....J. S. Kilness

KRAL

RAWLINS—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Rawlins Bcstg. Co.
Address .....Rawlins
Phone Number 1003
Air Time.....Full Time
News Service .....AP
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
President.....Tracy S. McCraken
Gen., Sta., Comm. Mgr.....Jack C. Vagner
Program Director.....Anita Phisterer
Chief Engineer .....Gordon E. Clarke

KWRL

RIVERTON—1948—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Address.....1314 Charles St., Worland
Phone Number 760
Representative.....Joseph Hershey McGillvra
News Service .....AP
Membership .....NARTB, BAB
President, Ch. Eng.....Joseph P. Ernst
General Manager.....Mrs. Mildred Ernst
Station Manager.....Mrs. Cleo Berry
Commercial Manager.....Bud Moore
Program Director.....Bob Lee

KVRS

ROCK SPRINGS—1938
MBS-INTERMOUNTAIN

Frequency: 1360 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Wyoming Bcstg. Co.
Address .....Box 1067
Phone Number 93
Representative .....Avery-Knodel
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
President.....D. G. Richardson
General Manager.....Dwight Fisher
Commercial Manager.....Laurel Moseby
Program Director.....Imogene Parr
Chief Engineer.....Dave Wood

KWYO

SHERIDAN—1934—MBS
INTERMOUNTAIN

Frequency: 1410 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....Bighorn Bcstg. Co.
Business-Studio Address.....21 N. Main
Phone Number 601
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Jim Carroll
Comm.-Sales Prom. Mgr.....Don Tannehill
Pub., Pgm. Dir.....Bob Wilson
Chief Engineer.....Bob Crosthwaite

KGOS

TORRINGTON—1950—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Joseph P. Ernst
Phone Number 733
News Service .....UP
Membership .....NARTB
President.....Joseph P. Ernst
Sta., Comm., Prom. Mgr.....Alice Grange
Chief Engineer.....Leo Haukkala

KWOR

WORLAND—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Address .....Box 409
Phone Number 733
Air Time.....Full Time
News Service .....AP
Membership .....NARTB, BAB
President, Ch. Eng.....Joseph P. Ernst
Gen., Comm. Manager.....Mildred V. Ernst
Publicity Director.....Stanley Shustar

TERRITORIES AND POSSESSIONS

ALASKA

KBYR

ANCHORAGE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Aleutian Bcstrs.
Business-Studio Address.....P. O. Box 1960
Phone Number 3-4433

KENI

ANCHORAGE—1948-MBS-ABC-NBC DON LEE

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business Address.....Box 879
Phone Number 20301
Air Time.....6:15 a.m.-12 M.
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Wellington Fletcher
President .....Miriam Dickey
Gen., Sta. Manager.....A. G. Hiebert
Commercial Manager.....William Stewart
Publ., Pgm., Prod. Dir.....Harold Knutson
Publicity Dir.....F. M. Quilleash
Chief Engineer.....Jack M. Walden

KFQD

ANCHORAGE—1924—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By .....W. J. Wagner
Address .....830 Securities Bldg., Seattle
Phone Number .....Seneca 6333
Air Time .....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....Wm. J. Wagner
Commercial Manager.....John Phillips
Program Director.....Gerald Mathis
Publicity Director.....George Ernst
Chief Engineer .....Chas. Mohler

KFAR

FAIRBANKS—1939—MBS-NBC-ABC DON LEE

Frequency: 660 Kc.....Power: 10,000 Watts
Owned-Operated By..Midnight Sun Bcstg. Co.
Business-Studio Address.....Lathrop Building
Phone Number 2125
Air Time.....Full Time
News Services.....AP and UP
Representative .....Fletcher, Wellington
President .....Miriam L. Dickey
General Manager.....Alvin O. Bramstedt
Commercial Manager.....Arvid Erickson
Program Director .....Richard Greuel
Chief Engineer.....Jorgen Twieten

KFRB

FAIRBANKS—1948—CBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By .....W. J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number .....Seneca 6333
Air Time .....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....Wm. J. Wagner
Comm. Mgr.....Juanita Underwood
Program Dir.....Dale Haviland
Chief Engineer.....W. R. Nichols

KINY

JUNEAU—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By .....W. J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number .....Seneca 6333
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative ....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....Wm. J. Wagner
Sta., Prog. Manager.....Richard Peter
Comm. Mgr.....William Vernon
Chief Engineer .....Charles Gray

KJNO

JUNEAU—1952—ABC-MBS-NBC

Frequency: 630 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Aurora Bcstrs., Inc.
Address.....123 Third St.
Phone 508
Transcription Service .....Associated
News Service .....AP
Representative .....Wellington, Fletcher
President .....Austin Cooley
General Manager.....Del Day
Commercial Manager.....Lee Meyer
Chief Engineer.....Matt Gormley

KABI

KETCHIKAN—1952—ABC-MBS-NBC

Frequency: 580 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Aurora Bcstrs., Inc.
Address.....211 Heckman Bldg.
Phone 0610
Transcription Service .....Associated
News Service .....AP
Representative .....Wellington, Fletcher
President.....Austin G. Cooley
General Manager.....Roall Erickson
Commercial Manager.....John Funk
Chief Engineer.....Matt Gormley

KTKN

KETCHIKAN—1935—CBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....William J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number.....Seneca 6333
News Service .....AP
Air Time .....Unlimited
Transcription Service .....Lang-Worth
Representative ....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....William J. Wagner
Station Manager.....Dorothy Bussanich
Program Director.....Edward Hammond
Chief Engineer.....Richard Nicholas

KIBH

SEWARD—1948—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number .....Seneca 6333
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Alaska, Scott
Pres., Gen. Mgr.....William J. Wagner
Station Mgr.....James B. Lawson
Program Dir.....Allen Hendricks
Chief Engineer.....David Hassinger

KIFW

SITKA—1949—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number.....Seneca 6333
News Service .....AP
Air Time.....5 p.m.-12 M.
Transcription Service .....Lang-Worth
Representative ....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....William J. Wagner
Pgm. Dir., Sta. Mgr.....Wm. Maynard
Chief Engineer.....Lawrence Brady

HAWAII

KHBC

HILO—1936—CBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.Hawaiian Bcstg. System, Ltd.
Business Address.....P. O. Box 1476
Phone Number 4616
Newspaper Affiliation..Honolulu Star Bulletin
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Capitol
Representative.....Free & Peters
President.....J. Howard Worrall
Gen. Mgr., Chief Eng.....C. R. Evans
Asst. Gen. Mgr.....Wayne Kearl
Publicity Director.....Meg Thompson
Program Director.....A. Hansen
Promotion Manager.....Faye Johnson

KILA

HILO—1951—MBS

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Island Bcstg. Co.
Address .....Box 1595
Phone Number 5313
News Service .....UP
Representative .....Hollingbery
Transmitter Location .....Seward
Air Time.....3.30 p.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative ....Alaska Radio Sales; Scott
Gen. Mgr., Chief Eng.....James E. Jaeger
Program Dir.....Mickey Abe

KIPA

HILO—1947

Frequency: 1110 Kc.....Power: 1,000 Watts
Owned-Oper. By....Big Island Bcstg. Co., Ltd.
Business-Studio Address.....140 Iaili St.
Phone Number 2177
Representative .....Grant
President, Manager.....A. H. Green

KAHU

HONOLULU—1950

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rural Bcstg. Co., Ltd.
Address.....1639 Kapiolani Blvd.
Phone Number 412835
News Service .....AP
President.....Dr. Timothy I. Wee
Gen., Sta., Comm. Mgr.....Harry En Chu
Program Dir.....Curt Butler

KGMB

HONOLULU—1929—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By....Hawaiian Bcstg. System, Ltd.
Address.....1534 Kapiolani Blvd.
Phone Number 9-0914
Air Time.....Full Time
News Service .....UP
Transcription Service .....Capitol
Newspaper Affiliation .....“Star-Bulletin”
Representative.....Free & Peters
President.....J. Howard Worrall
V.P., Gen. Mgr., Chf. Eng.....C. R. Evans
Asst. Gen. Mgr.....Wayne Kearl
Publicity Director.....Meg Thompson
Program Director.....Arthur Hansen
Promotion Mgr.....Faye Johnson

KGU

HONOLULU—1922—NBC

Frequency: 760 Kc.....Power: 2,500 Watts
Owned-Operated By..Advertiser Pub. Co., Ltd.
Phone Number 5-2977
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Representative .....Katz
Membership .....NARTB
President.....Lorrin P. Thurston
General Mgr.....William O. Paine
Commercial Mgr.....George C. Mansfield
Publicity Director.....Lee D. Hirshland
Chief Engineer.....M. A. Mulrony

KHON

HONOLULU—1946
ALOHA NETWORK

Frequency: 1380 Kc.....Power: 5,000 Watts
Owned-Operated By....Aloha Bcstg. Co., Ltd.
Business Address .....P. O. Box 1380
Phone Number.....95295
News Service .....UP
Trans. Serv.....Capitol, Lang-Worth
Representative .....Grant
President .....R. M. Fitkin
Chief Engr., Sta. Mgr. .....Ira G. Mercer
Comm. Mgr.....John D. Allison
Program Dir.....Wright Esser
Publicit Dir.....Buck Buchwach

KIKI

HONOLULU—1946—MBS

Frequency: 810 Kc.....Power: 1000 Watts
Owned-Oper. By.....KIKI, Ltd.
Address.....320 Ward Ave.
Phone Number 63456
Representative .....Weed
Transcription Service .....Lang-Worth
News Service .....AP
Pres., Gen. Mgr., Chief Engr..Royal V. Howard
General Mgr.....Clair A. Weidenaar
Comm. Mgr.....Peter Simmons
Sales Prom. Mgr.....Fran King
Program Dir.....Candy Vroman
Publicity Dir.....Eddie Anderson
Chief Engineer.....Stan Anderson

KPOA

HONOLULU—1951

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Island Bcstg. Co.
Business-Studio Address.....575 Kamoku St.
Phone Number 95236
News Service .....UP
Representative.....George P. Hollingbery
Partners ...J. Elroy McCaw, John D. Keating
Gen., Prom., Comm. Mgr.....Fin Hollinger
Program Dir.....Will Silva
Chief Engineer.....Robert Lang

KULA

HONOLULU—1947—ABC

Frequency: 690 Kc. .....Power: 10,000 Watts
Owned. Oper. By .Pacific Frontier Bdcstg. Co., Ltd.
Address .....P. O. Box 1479
Phone Number 71933
Air Time.....18 hrs.
News Service .....INS
Representative.....Adam Young Jr.
President.....Mrs. Alice P. Mayo
Gen., Comm. Mgr.....Jack A. Burnett
Sta. Mgr., Prog. Dir.....Ted R. Scott
Publicity Dir.....Paul Yamamoto
Chief Engineer.....C. W. Evans

KTOH

LIHUE, KAUAI—1940—ALOHA

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Oper. By....Garden Island Publ., Ltd.
Bus.-Studio-Transmitter Location..Lihue, Kauai Box 1748
Phone Number.....Kauai 361, 961
Air Time.....5:30 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Standard
General Manager.....Charles J. Fern
Station Manager.....Martin H. Sebastian, Jr.
Commercial Manager.....Dwight Mossman
Program Director.....Raymond K. Sasaki
Chief Engineer.....Katashi Nose

KMVI

WAILUKU-MAUI—1947—ALOHA

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Maui Publ. Co., Ltd.
Address Trans. Loca.....Wailuku-Maui
Phone Number 981
Air Time.....5:30 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Grant
Membership .....NARTB
President.....J. Walter Cameron
General Manager.....Ezra J. Crane
Sta. Mgr., Prog. Dir.....Richard E. Mawson
Commercial Manager .....Frank Kovacic
Publicity Dir.....W. J. Belknap
Chief Engineer.....Neil Arveschoug

PUERTO RICO

WABA

AQUADILLA—1951

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....L. Hector Reichard
Address .....Box 188

WCMN

ARECIBO—1947

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By .....Caribbean Bdcstg Corp.
Address.....Antonio R. Barcelo St.
Phone Number.....(Studios) 589
Membership .....NARTB
President .....Aristides Santoni
General Manager.....Nabal Barreio
Commercial Mgr.....Francisco Lópex Oronoz
Program Dir.....Digna Olivero Pabón
Chief Engineer .....José Soler

WENA

BAYAMON—1947

Frequency: 1560 Kc.....Power: 250 Watts
Owned-Operated By.....Bayamon Bcstg. Co.
Phone Number.....Bayamon 161

WMIA

CAGUAS—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Inter-American Radio Corp.
Business Address.....Box 487
Gen. Mgr., Chief Eng.....Eduardo Biacoechea
Station Mgr.....A. Velez
Comm., Prom. Mgr.....C. Miner
Program Dir.....Juan Pimentel

WVJP

CAGUAS—1947

Frequency: 1110 Kc.....Power: 250 Watts
Owned-Oper. By .....Borinquen Bdcstg. Co.
Address.....P. O. Box 207
Phone Number 789

WMDD

FAJARDO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Madrazo & Diaz
Address .....P. O. Box 187
Phone Number 789

WXRF

GUAYAMA—1948

Frequency: 1590 Kc.....Power: 1,000 Watts
Owned-Operated By.....Rafael Fuster
Business-Studio Address..Calle Hostos No. 42
Phone Number 243
Gen., Sta., Comm. Mgr.....Charles L. Cordero
Pgm., Prod. Dir.....Jose Colon Melendez
Chief Engineer.....J. H. Conesa

WAEL

MAYAGUEZ—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Mario Acosta
Business Address.....Iglesia No. 12
Phone Number 799
Owner-Manager .....Mario Acosta
Program Dir.....Angel Ramos
Publicity Dir.....Laura A. Cuebas
Chief Engineer.....Jesus M. Aviles

WKJB

MAYAGUEZ—1946

Frequency: 710 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Jose A. Bechara, Jr.
Business Address.....Minerva St. 54
Phone Number 983
President.....Jose A. Bechara

WAPA

(San Juan, P.R.)

ONE OF THE ISLAND'S MOST POPULAR RADIO STATIONS!

IN the last survey sponsored by The Puerto Rican Broadcasters Association, The Puerto Rican Association of Advertising Agencies, and The Puerto Rican Association of Advertisers, WAPA comes out as one of the TOP stations in the island of Puerto Rico, ranking second place.

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WAPA—P.O. Box 4563,

San Juan, Puerto Rico

or

MELCHOR GUZMAN CO., INC.

45 Rockefeller Plaza

New York 20, N. Y.

Exclusive Advertising Representatives for United States and Canada

WORA

MAYAGUEZ—1947

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Americas Corp.
Phone Number 1150
Studio Address.....1150 Guanajibo Ave.
Air Time.....6 a.m-M.
Pres., Gen. Mgr. ..Alfred R. de Arellano, Jr.
Sta., Comm. Mgr.....Reinaldo Dupont
Sales Prom. Mgr.....Blanca L. De Martinez
Program Dir.....Angel Kivera Graciani
Chief Engineer.....Marcos Vega Pagán

WPRA

MAYAGUEZ—1937

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Puerto Rico Adv. Co.
Address .....Box 869
Phone Number 869

WTIL

MAYAGUEZ—1950

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By...Mayaguez Radio Corp.
Address.....Post & Palmer Sts.
Phone Number 1290
President .....Alberto Sanabria
Commercial Manager.....Gilbert Mamary
Chief Engineer.....Rafael Rodriguez Santiago

WPAB

PONCE—1939

Frequency: 550 Kc.....Power: 5000 Watts; 1000 Watts n.
Owned-Operated By.....
Portorican American Bcstg. Co., Inc.
Bus.-Studio Add. ..P. O. Box 786, 164 Villa St.
Phone Number 783, 1177
News Service .....AP
Representative.....Inter-American Pub'l., Inc.
Membership .....NARTB
Pres., Gen. Mgr.....A. Gimenez Aguayo
Commercial Manager .....Radames Mayoral
Program Director.....Eliseo Borrero
Chief Engineer.....Pedro E. Conesa

WPRP

PONCE—1936

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Voice of Puerto Rico, Inc.
Business Address.....Box 430
Phone Number 1015, 1752, 1821
Representative .....Guzman, Co., Inc.
President .....Arturo Valldejuly
General Manager.....Fransisco M. Susoni
Commercial Manager.....Antonio Miro
Program Director.....Luis A. Diaz
Chief Engineer.....Julio M. Conesa

WRIO

RIO PIEDRAS—1949

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By ...The Master Bdcstg. Corp.
Address.....P. O. Box 335—Hato Rey
Phone Number .....Hato Rey 1096

WWWW

RIO PIEDRAS—1949

Frequency: 1520 Kc.....Power: 250 Watts
Owned-Oper. By.....Frank A. Gandia
Address.....P. O. Box 935
Phone Number 1098
Owner.....Frank A. Gaudia

WAPA

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc.....Power: 10,000 Watts
Owned-Oper. By.....José Ramón Quiñones
Bus.-Studio Address...357 Ponce de León Ave.
Phone Number 3-0100
Transcription Service .....Lang-Worth
Representative .....Melchor Guzman
Membership .....NARTB
President .....José Ramón Quiñones
Gen., Sta. Mgr.....Harwood Hull, Jr.
Commercial Manager...Segismundo Quiñones
Sales Prom. Mgr., Pub. Dir.....Jose E. Franco
Program Dir.....Emilio Medrano
Chief Engineer.....Jose Arzuaga

WIPR

SAN JUAN—1949

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Dept. of Education
Address.....1310 Ponce de Leon Ave.
Phone Number.....2-3218
Transcription Service .....World
President .....Mariano Villaronga
Station Director.....Jose A. Buitrago
Program Director.....Francisco Arrivi
Chief Engineer.....Pedro Luis Jimenez

WITA

SAN JUAN—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Electronic Enterprises, Inc.
Address.....P. O. Box 3726
Studio Director.....Fermin F. Bonni

WIAC

SAN JUAN—1947

Frequency: 740 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Radio Station WIAC
Address.....P. O. Box 4504
Phone Number.....2-0014
Gen., Sta. Mg.....Thomas Muniz
Commercial Manager.....Bolivar Perez Rios
Program Director.....Roberto Perez Navarro
Publicity Director.....Manuel Morales
Chief Engineer.....Albert D. Sears

WKAQ

SAN JUAN—1922—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....El Mundo Bcstg. Corp.
Business Address.....P. O. Box 9007
Phone Number.....2-2023
Newspaper Affiliation....."El Mundo"
Air Time.....6 a.m.-12 M.
Transcription Service.....Associated
News Service.....UP
Representatives....Inter-American Pub'l., Inc.
Membership.....NARTB
Pres., Gen. Mgr.....Angel Ramos
General Mgr.....Raphael Fornier
Comm. Mgr.....V. Lamas, Jr.
Program Dir.....Esther Palés
Chief Engineer.....Rafael J. Acosta

WKVM

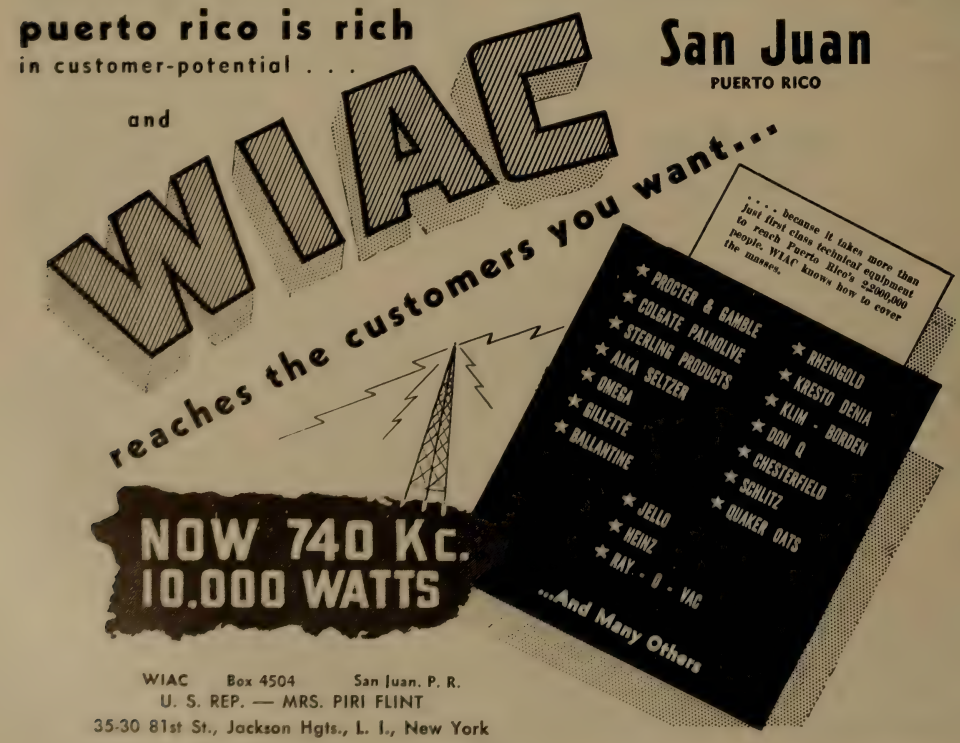
SAN JUAN—1946

Frequency: 1070 Kc.....Power 25,000 Watts d.
Frequency: 810 Kc.....Power: 25,000 Watts d.
Address.....1000 Ponce de Leon Ave.
Phone.....3-0840
Representative.....Young
Pres., Gen. Mgr.....R. P. Perry
Commercial Manager.....F. Santiago
Chief Engineer.....Rafael Rodriguez

WNEL

SAN JUAN—1934

Frequency: 860 Kc.....Power: 5000 Watts
Owned-Oper. By.....WNEL, Inc.
Address.....960 Ponce de Leon Ave.
Phone Number.....2-1300
Representative.....Pan-American
Membership.....NARTB
Pres., Gen. Mgr.....Juan Piza
Station Mgr.....Roberto Bocanegra
Comm. Mgr.....Rodulfo Blanco
Sales Prom. Mgr.....Camilo Fraticelli
Program Dir.....Blanco A. Rivero
Chief Engineer.....Victor Cifuentes



NON-COMMERCIAL AM STATIONS

As Listed By The Federal Communications Commission, Jan. 1, 1953

City	*Call Letter*	*Licensee*	*Freq. (Kc.)*	*Power (Watts)*
Los Angeles, Cal.	KFSG	Echo Park Evangelistic Assn.	1150	2500 d; 1000 n
Pasadena, Cal.	KPPC	Pasadena Presbyterian Church	1240	100
Denver, Colo.	KPOF	Pillar of Fire	910	5000 d; 1000 n
Chicago, Ill.	WMBI	The Moody Bible Inst.	1110	5000
Urbana, Ill.	WILL	University of Illinois	580	5000 d
West La Fayette, Ind.	WBAA	Purdue University	920	5000 d; 1000 n
Ames, Iowa	WOI	Iowa State College	640	5000 d
Boone, Iowa	KFGQ	Boone Biblical College	1260	250 d
Decorah, Iowa	KWLC	Luther College	1240	250
Iowa City, Iowa	WSUI	The State U. of Iowa	910	5000
Lawrence, Kans.	KFKU	University of Kansas	1250	5000
Manhattan, Kans.	KSAC	Kansas State College	580	5000 d; 500 n
East Lansing, Mich.	WKAR	Michigan State College	870	5000 d
Lapeer, Mich.	WMPC	The Liberty St. Gospel Church	1230	250
Minneapolis, Minn.	KTIS	Nwstrn. Schools	900	1000 d
Minneapolis, Minn.	KUOM	University of Minn.	770	5000 d
Northfield, Minn.	WCAL	St. Olaf College	770	5000 d
Clayton-St. Louis, Mo.	KFUO	Lutheran Church-Mo. Synod	850	5000 d
Zaraphath, N. J.	WAWZ	Pillar of Fire	1380	5000
Brooklyn, N. Y.	WBBR	Watch Tower Soc.	1330	5000
New York, N. Y.	WNYC	City of N. Y.	830	1000
Troy, N. Y.	WHAZ	Rensselaer Polytechnic Inst.	1330	1000
Grand Forks, N. D.	KFJM	U. of North Dakota	1440	1000 d
Columbus, Ohio	WOSU	The Ohio State of U.	820	5000
Norman, Okla.	WNAD	U. of Oklahoma	640	1000 d
Corvallis, Ore.	KOAC	Oregon State College	550	5000
Portland, Ore.	KBPS	Benson Polytechnic School	1450	250
Grove City, Pa.	WSAJ	Grove City College	1340	100
Vermillion, S. D.	KUSD	University of South Dakota	690	1000
Richmond, Va.	WBBL	Grace Covenant Presb. Church	1480	5000
Pullman, Wash.	KWSC	State College of Wash.	1250	5000
Auburndale, Wisc.	WLBL	Wisconsin State Radio Council	930	5000
Madison, Wisc.	WHA	University of Wisconsin	970	5000 d

STATE BROADCASTER ASSOCIATIONS

Alabama Broadcasters Association

P. O. Box 477, University, Alabama
Meetings: Semi-annual (March and October)
Elections: March meeting
Members: 67
President.....Thomas E. Martin, WAPX, Montgomery
Vice-Pres..Malcolm Street, WHMA, Anniston
Secy.-Treas.....Mrs. Wilhelmina Doss, WJRD, Tuscaloosa
Legislative Chmn.....D. E. Dunn, WSFA, Montgomery

Arizona Broadcasters Association

KOY, Phoenix, Arizona
Meetings: Annual (December)
Elections: December
Members: 21
President....Albert Johnson, KOY, Phoenix
Vice-Pres....Wayne Sanders, KCNA, Tucson
Secy.-Treas...Frank Redfield, KIFN, Phoenix

Arkansas Broadcasters Association

KELD, El Dorado, Arkansas
Meetings: Semi-annual
Elections: March
Members: 43
President.....William V. Hutt, KLRA, Little Rock
Vice-President.....W. N. McKinney, KELD, El Dorado
Secy.-Treas. .....Ted Woods, KOSE, Osceola

California State Radio and Television Broadcasters Association

T. W. Patterson Bldg., Fresno 21, California
Meetings: Annual
Elections: October
Members: 69
President....Paul R. Bartlett, KFRE, Fresno
Vice-Pres.....Robert O. Reynolds, KMPC, Los Angeles
Vice-Pres.....Lloyd E. Yoder, KNBC, San Francisco
Secy.-Treas.....L. A. Schamblin, KPMC, Bakersfield
Legislative Chmn.....Philip G. Lasky, KPIX, San Francisco

Colorado Broadcasters Association

KMYR, Security Life Bldg., Denver 2, Colo.
Meetings: Annual
Elections: Every two years
Members: 31
President.....Al Meyer, KMYR, Denver
Vice-Pres.....R. E. O'Brien, KIUP, Durango
Secy.-Treas.....Russel W. Shaffer, KBOL, Boulder

Florida Association of Broadcasters, Inc.

P. O. Box 1315, Coral Gables, Florida
Meetings: Semi-Annual
Elections: June
Members: 78
President.....George W. Thorpe, WVCG, Coral Gables
Vice-Pres. .....Hershel Graves, WTAL, Tallahassee
Vice-Pres. .....Jerry Stone, WNDB, Daytona Beach
Secy.-Treas...John Brownin, WSPB, Sarasota
Legislative Chmn.....James Legate, WIOD, Miami

Georgia Association of Broadcasters

P. O. Box 732, Thomasville, Georgia
Meetings: Three times a year
Elections: Spring meeting (April or May)
President.....W. F. Scott, Jr., WKTG, Thomasville
Vice-Pres..Shed Carswell, WSFT, Thomaston
Secy.-Treas.."Mac" MacLeod, WBML, Macon

Idaho Broadcasters Association

311 North 10th Street, Boise, Idaho
Meetings: Semi-annual (May and November)
Elections: November
Members: 19
President...Earl J. Glade, Jr., KDSH, Boise
Vice-Pres...Henry Fletcher, KSEI, Pocatello
Secy.-Treas. .....Florence Gardner,
Legislative Chmn.....Walt Wagstaff, KIDO, Boise

Illinois Broadcasters Association

212 South Jefferson St., Peoria, Ill.
Meetings: Semi-annual
Elections: February
Members: 65

President..Charles C. Caley, WMBD, Peoria
Vice-Pres.....Leslie C. Johnson, WHBF, Rock Island
Secy-Treas..Charles R. Cook, WJPF, Herrin
Legislative Chmn.....Oliver Keller, WTAX, Springfield

Indiana Broadcasters Association, Inc.

307 N. Pennsylvania St., Indianapolis, Ind.
Meetings: Four times a year
Elections: March
Members: 43
President.....O. E. Richardson, WASK, Lafayette
Vice-Pres.....Dee O. Coe, WWCA, Gary
Vice-Pres. .....Harry Bitner, WFBM, Indianapolis
Secy.-Treas.....Dan C. Park, WIRE, Indianapolis

Iowa Broadcasters Association

WMT, Paramount Theatre Bldg., Cedar Rapids, Iowa
Meetings: Annual (July or August) or more
Elections: Annual meeting
Members: 36
President.....William B. Quarton, WMT, Cedar Rapids
Vice-Pres. .....Edward Breen, KVFD, Fort Dodge
Secy.-Treas.....George J. Volger KWPC, Muscatine
Legislative Chmn.....W. W. Wood, WHO, Des Moines

Kansas Association of Radio Broadcaserts

KSAL, Salina, Kansas
Meetings: Annual
Elections: Annual meetings
Members: 37
President.....Ben Ludy, WIBW, Topeka
Vice-Pres..Grover Cobb, KVGB, Great Bend
Secy.-Treas.....Ray Jensen, KSAL, Salina
Legislative Chmn..Ray Jensen, KSAL, Salina

Kentucky Broadcasters Association

WFTM, Maysville, Kentucky
Meetings: Semi-annual
Elections: Fall meeting
Members: 38
President.....J. W. Betts, WFTM, Maysville
Vice-Pres.....Joe Eaton, WKLO, Louisville
Vice-Pres. .....Ken Given WLBJ, Bowling Green
Secy.-Treas.....Hugh O. Potter WOMI, Owensboro
Legislative Chmn.....F. E. Lackey, WHOP, Hopkinsville

Louisiana Association of Broadcasters

P. O. Box, 1070, Lafayette, Louisiana
Meetings: Semi-annual
Elections: Fall
Members: 40
President.....George H. Thomas, KVOL, Lafayette
Vice-Pres. .....David Wilson, KPLC, Lake Charles
Secy-Treas.....B. Hillman Bailey, Jr., KSIG, Crowley
Legislative Chmn.....Roy Dabadie, Baton Rouge

Maine Broadcasters Association

WTVL, Waterville, Maine
Meetings: Four times a year
Elections: November
Members: 14
President...Faust Couture, WCOU, Lewiston
Vice-Pres.....Jack Atwood, WRDO, Augusta
Secy.-Treas. .....Carleton Brown, WTVL, Waterville
Legislative Chmn.....Frank Hoy, WLAM, Lewiston

Maryland-D.C. Radio and Television Broadcasters Association

10 E. North Avenue, Baltimore, Maryland
Meetings: Semi-annual
Elections: Fall meeting
Members: 24
President.....John E. Surrick WFBR, Baltimore
Vice-Pres.....Charles J. Truitt, WBOC, Salisbury
Secy.-Treas.....Charles E. Smith, WTBO, Cumberland
Legislative Chmn.....Jake Embry, WITH, Baltimore

Michigan Association of Broadcasters

WELL, Battle Creek, Michigan
Meetings: Semi-annual
Elections: Novmeber meeting
Members: 61
President.....D. E. Jayne, WELL, Battle Creek
Vice-Pres.....Don DeGroot, WWJ, Detroit
Secy.-Treas...W. A. Pomeroy, WILS, Lansing
Legislative Adviser.....Jordan Jenkins, 502 Hollister Bldg., Lansing

Minnesota Broadcasters Association

KYSM, Mankato, Minnesota
Meetings: Semi-annual
Elections: November-December
Members: 44
President.....John F. Meagher, KXSM, Manketo
Vice-Pres.....F. Van Konynenberg, WCTN, Minneapolis
Secy.-Treas..M. M. Marget, KVOX, Moorhead
Legislative Chmn.....G. D. Gentling, KROC, Rochester

Mississippi Broadcasters Association

WAML, Laurel, Mississippi
Meetings: Annual

Elections: Annual meeting
Members: 43
President....L. M. Sepaugh, WSLI, Jackson
Vice-Pres.....Charles Wright, Jr., WFOR, Hattiesburg
Secy.-Treas. .....Granville Walters, WAML, Laurel

Missouri Broadcasters Association

KTTS, Springfield, Missouri
Meetings: Semi-annual
Elections: Fall meeting
Members: 40
President.....Glenn G. Griswold, KFEQ, St. Joseph
Vice-Pres.....S. E. Sloan, KLW, St. Louis
Secy.-Treas.....G. Pearson Ward, KTTS, Springfield
Legislative Chmn.....Bruce Barrington, KXOK, St. Louis

Montana Radio Stations, Inc.

KOPR, Finlen Hotel, Butte, Montana
Meetings: Annual
Elections: January
Members: 23
President.....Ed Cooney, KOPR, Butte
Vice-Pres.....Ken Nybo, KBMY, Billings
Secy.-Treas. .....Norman Penwell, KBMN, Bozeman

Nebraska Broadcasters Association

WJAG, Norfolk, Nebraska
Meetings: Annual
Elections: Annual
Members: 23
President.....LeRoy W. Lenwell, KBRL, McCook
Vice-Pres. .....Gene Ackerley, KCOW, Alliance
Secy.-Treas....Bob Thomas, WJAG, Norfolk
Legislative Chmn.....Hap Anderson, KOLN, Lincoln

Nevada State Broadcasters Association

P. O. Box 821, Reno, Nevada
Meetings: Annual
Elections: Annual
Members: 9
President.....H. G. Wells, KOLO, Reno
Vice-Pres.....Fred Stoye, KLAS, Las Vegas
Secy.-Treas...Robert Stoddard, KATO, Reno
Legislative Chmn.....Fred Stoye, KLAS, Las Vegas

New Jersey Broadcasters Association

P. O. Box 166, Bridgeton, New Jersey
Meetings: Semi-annual (May and October)
Elections: October
Members: 18
President.....Paul Alger, WSNJ, Bridgeton
Vice-Pres. .....Ranulf Compton, WKDN, Camden
Secy.-Treas.....Thomas B. Tighe, WJLK, Asbury Park

North Carolina Association of Broadcasters, Inc.

Drawer 1140, Southern Pines, N. C.
Meetings: Semi-annual
Elections: Fall meeting
Members: 75
President.....T. H. Patterson, WRRF, Washington
Vice-Pres.....Cecil B. Hoskins, WWNC, Asheville
Secy.-Treas.....J. S. Younts, WEEB, Southern Pines
Legislative Chmn.....Richard H. Mason, WPTF, Raleigh

Ohio Association of Radio and Television Broadcasters

44 East Broad, Columbus 15, Ohio
Meetings: Semi-annual
Elections: Spring meeting
Members: 76
President.....Robert C. Fehlman, WHBC, Canton
Vice-Pres.....Adna Karns, WING, Dayton
Secy.-Treas.....L. A. Pixley, WLOK, Lima
Legislative Chmn.....Dick Borel, WBNS, Columbus

Oklahoma Radio Broadcasters Association

Box 699, Lawton, Oklahoma
Meetings: Semi-annual (or more)
Elections: January
Members: 24
President.....Allan Page, KSWO, Lawton
Vice-Pres. .....Cy Casper, WBBZ, Ponca City
Secy. Treasurer.....Guy Farnsworth, KCRC, Enid
Legislative Chmn.....Bill Hoover, KADA, Ada

Oregon State Broadcasters Association

KEX, Portland, Oregon
Meetings: Semi-annual
Elections: Annual
Members: 40
President .....Bud Chandler, KFLW, Klamath Falls
Vice-Pres....Bill McCready, KUGN, Eugene
Secy.-Treas.....Joe Schertler, KEX, Portland
Legislative Chmn.....Dick Brown, KPOJ, Portland

Pennsylvania Association of Broadcasters

WFIL, Widener Bldg., Philadelphia 7, Pa.
Meetings: Annual
Elections: May
Members: 108
President.....Roger W. Clipp, WFIL, Philadelphia
Vice-Pres. .....William Thomas, WCPA, Clearfield
Secretary .....David Bennett, WKBO, Harrisburg
Treasurer...James Murray, KQV, Pittsburgh

South Carolina Broadcasters Association

Charleston, South Carolina
Meetings: Semi-annual
Elections: January meeting
Members: 49
President.....Walter J. Brown, WORD, Spartanburg
Vice-Pres.....James F. Coggins, WKDK, Newberry
Secy.-Treas.....T. Doug Youngblood, WFIG, Sumter

South Dakota Broadcasters Association

KSDN, Aberdeen, South Dakota
Meetings: Semi-annual
Elections: April
Members: 12
President.....B. . McElligott, KSDN, Aberdeen
Vice-Pres.....Ray Eppel, KORN, Mitchell
Secy.-Treas. .....Keith Nighbert, KUSD, Vermillion
Legislative Chmn.....Morton Henkin, KSOO, Sioux Falls

Southern California Broadcasters Association, Inc.

Equitable Bldg., Hollywood & Vine
Hollywood 28, California
Meetings: Monthly
Elections: May meeting
Members: 64
President.....Calvin J. Smith KFAC, Los Angeles
Vice-Pres.....Frank Burke, Jr., KFVD, Los Angeles
Secy.-Treas. .....Thelma Kirschner, KGFJ, Hollywood

Tennessee Association of Broadcasters

407 Chamber of Commerce Bldg.,
Nashville, Tennessee
Meetings: Semi-annual
Elections: December meeting
Members: 46
President.....Earl W. Winger, WDOD, Chattanooga
Vice-Pres.....Henry W. Slavick, WMC, Memphis
Secy.-Treas.....Ruth W. Clinard, WMAK, Nashville
Legislative Chmn.....John Parry Sheftall, WJZM, Clarksville

Texas Association of Broadcasters

P. O. Box 1116, Austin, Texas
Meetings: Semi Annual
Elections: October
Members: 86
President...J. M. McDonald, KCRS, Midland
Vice-Pres.....Gillis Conoley, KTAE, Taylor
Secy.-Treasurer .....Willard Deason, KVET, Austin
Legislative Chmn.....Willard Deason, KVET, Austin

Utah Broadcasters Association

29 S. State, Salt Lake City, Utah
Meetings: Quarterly
Elections: January
Members: 22
President .....Arch Madsen, KOVO, Provo
Vice-President .....George Hatch, KALL, Salt Lake City
Secy.-Treas.....Arch Webb, KVOC, Ogden
Legislative Chmn.....Easton Woolley, KDYL, Salt Lake City

Virginia Association of Broadcasters, Inc.

WRVA, Richmond, Virginia
Meetings: Annual
Elections: Annual meeting
Members: 44
President.....James H. Moore, WSLS, Roanoke
Vice-President.....Robert H. Smith WCYB, Bristol
Secy.-Treas.....Frank E. Koehler, WROV, Roanoke
Legislative Chmn.....C. T. Lucy, WRVA, Richmond

Washington State Association of Broadcasters

Carl Downing, Manager, Legislative Bldg.,
Olympia, Washington
Meetings: Semi-annual
Elections: Spring
Members: 39
President.....Leo H. Beckley, Mount Vernon
Vice-Pres....Loren Stone, KBRO, Bremerton
Sescy.-Treas...Allen Miller, KWCS, Pullman
Legislative Chmn.....Tom Olson, KGY, Olympia

West Virginia Broadcasters Association

WBTH, Williamson, West Virginia
Meetings: Semi-annual
Elections: Spring
Members: 34
President.....John T. Gelder WCHS, Charleston
Vice-President.....William E. Rhone, WWVA, Wheeling
Secy.-Treas..Alice Shein, WBTH, Williamson

Wisconsin Broadcasters Association

Nicolet Bldg., Green Bay, Wisconsin
Meetings: Semi-annual
Elections: First Tuesday in October
Members: 54
President..Ben A. Laird, WDUZ, Green Bay
Vice-Pres. .....Bruce Wallace. WTMJ, Milwaukee
Secretary....Verl Bratton, WKTY, LaCrosse
Treasurer....Jeanne Heal, WTCH, Shawano

IN CANADA

more people listen regularly to*

CFRB Toronto

than to any other station . . .

* The 1952 BBM figures show CFRB's coverage as 619,430 daytime and 639,720 night time — more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of the Dominion's retail sales.

CFRB

Representatives

UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Limited

CANADA

CBC

CAB

Alphabetical Index
By Call Letters

Stations

Networks

CBC marks 1953

with expanded facilities . . .

extended program service

. . . *and* television

CBC facilities and service stand at a new high level

AM

French-speaking listeners in Northern Ontario and the Prairies are now served with CBC programs in French . . . by the westward extension of the CBC French Network to privately-operated stations in Sudbury, Timmins, St. Boniface, Gravelbourg, Saskatoon and Edmonton.

More extensive program service is also available to English-speaking listeners, coast-to-coast. The CBC Dominion Network, maintaining its varied *evening schedule,* has expanded still more its *daytime* program service.

The Trans-Canada Network, with a daily sixteen-hour schedule in all six of Canada's time zones, continues to bring to listeners the best in music, drama and comedy . . . news, information and public service programs . . . new features and greater variety.

TV

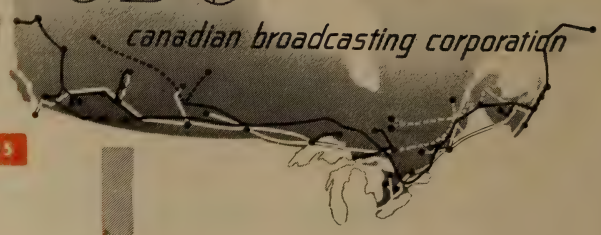
To its nationwide service via *network radio,* TV has been added in Canada's two biggest markets. CBLT-Montreal and CBLT-Toronto are now in operation. Additional CBC television stations are planned for other regions.

As Canada's economy rises . . . as its population grows and its markets steadily increase . . . CBC service continues to expand.

In the use of these expanded facilities . . . network radio *and* television . . . and in the development of top-flight programs . . . the CBC stands ready to co-operate in every way possible with advertising agencies and their clients.

CBC

canadian broadcasting corporation



COMMERCIAL DIVISION

354 Jarvis St., Toronto 5

Ontario.

1429 Dorchester St. W., Montreal 25

Quebec

CANADIAN BROADCASTING CORP.

OFFICES

Head Office—P. O. Box 806, 140 Wellington St., Ottawa, Ont.
Administration—P. O. Box 6000, Montreal, Que.
Commercial Division—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.
New York Office c/o United Nations

EXECUTIVES and STAFF

Board of Governors

A. Davidson Dunton, Ottawa, Ont., Chairman
Rene Martin, Montreal, Que., Vice-Chairman
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G. D. Steel, Charlottetown, P.E.I.
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Mrs. Mary E. Farr, Victoria, B. C.
Jesse P. Tripp, Oxbow, Sask.
Gordon A. Winter, St. Johns, Nfld.
Roy J. Fry, Winnepeg, Man.

Ottawa

HEAD OFFICE

Donald Manson, General Manager
G. W. Richardson, Executive Assistant
H. M. Palmer, Executive Assistant
H. Bramah, Treasurer
S. Schnobb, Assistant to Treasurer
W. R. Mortimer, Supervisor of Expenditures
F. W. Savignac, Executive Assistant-Legal
R. E. Keddy, Sec'y to Board of Governors

Montreal

RADIO CANADA BUILDING

J. A. Ouimet, Assistant General Manager
M. Carter, Executive Assistant
R. P. Landry, Director, Personnel and Administrative Services
C. E. Stiles, Assistant Director, Personnel and Administrative Services
K. M. Kelly, Supervisor of Personnel and Welfare
J. R. Samson, Administrative Officer, Montreal Area
G. G. Dupre, Supervisor of Central Registries
V. A. Nagle, Administrative Assistant
J. A. Lapointe, Administrative Assistant
G. W. Olive, Director General of Engineering
W. G. Richardson, Assistant to the Director General of Engineering
J. E. Hayes, Assistant to the Director General of Engineering
N. R. Olding, Operations Engineer
E. C. Stewart, Co-ordinator of Engineering Projects and Services
D. G. McKinstry, Chief Architect
W. A. Nichols, Plant Engineer
R. E. Santo, Transmission and Development
M. D. Peterkin, Purchasing Agent
G. G. Yull, Supervisor of Stores

Toronto

NATIONAL PROGRAM OFFICE

E. L. Bushnell, Director General of Programs
Charles Jennings, Assistant Director General of Programs
Ira Dilworth, Director of Program Production
Neil M. Morrison, Supervisor of Talks and Public Affairs
R. S. Lambert, Supervisor of School Broadcasts
D. C. McArthur, Chief News Editor
W. J. Dunlop, Supervisor of International Exchange and Institutional Broadcasts
W. H. Brodie, Supervisor of Broadcast Language
H. J. Boyle, Program Director, Trans-Canada Network
H. G. Walker, Manager, Dominion Network
E. W. Jackson, Traffic Manager
A. K. Morrow, Supervisor of Farm & Fisheries Br.
Elizabeth D. Long, Women's Interests
A. E. Powley, Supervisor of Special Events
H. E. S. Hamilton, Supervising Engineer

Television

F. Mutrie, Director, of Television, Toronto
Aurele Seguin, Director of Television, Montreal

Administration

D. Claringbull, Manager of Personnel and Administrative Services, Toronto

Engineering

H. Hilliard, Supervising Engineer, Toronto Area

Commercial

W. E. Powell, Commercial Manager
W. R. Johnston, Assistant Commercial Manager
Hugh Clark, Sales Representative
J. Kennedy, Sales Representative (TV)
A. Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics

HEY — LOOK AT YOUR

*NEIGHBOUR'S BULGING BILLFOLD!

YES — Canada's a pretty wealthy guy right now. Got lots of cash — good old-fashioned folding money, which he's ready to lay out on most anything you can sell him. Been doing particularly well just lately. Gotten him some nice oil strikes up in Alberta. Turned up uranium in Saskatchewan and a whole raft of iron ore in Labrador. Owns quite a parcel of heavy industry in Quebec and right down through Ontario. And the old family business of lumber and gold and fishing don't exactly bring in chicken-feed, either.

Always been the States' best customer. Likes much the same things you do — for himself, his home, the wife and kids. Drives the same autos, reads the same comics, gets just as het up over the World Series. 'N his wife's just like yours, too. Makes the country over at the women's clubs, fusses over Junior's diet, shops more and more at the supermarket.

Only difference is — he's a mite hard for you to get to know. Often speaks two languages, French and English, has quite a few personal quirks you mightn't know about. And times he lives way off where it's plenty tough to reach him.

Except by radio. Canada listens to radio most all the time — and most everywhere. For his leisure he just naturally likes to pull up a chair and visit with the folks at his local station. And whether he speaks French or English, Canada and radio are right friendly. Takes radio's advice on what to buy — and he sure buys plenty. Spent nigh on 10½ billion dollars last year, just in the stores.

Yes, sir! That's Canada, your customer. How's about letting us go get him for you.

"In Canada you sell 'em when you tell 'em!"

A message from the 115 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million Canadian homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Canada — 37 Bloom St. West, Toronto 5, Ontario

* Canadian spelling!

CANADIAN ASSOCIATION OF BROADCASTERS

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 3-4036

Branch Offices—37 Bloom Street West, Toronto, Ont.
Phone: Pr 3729

☆

Officers

President.....F. H. Elphicke
Vice-President.....E. Finlay MacDonald
General Manager.....T. J. Allard
Secretary-Treasurer.....T. Arthur Evans
Sales Manager.....Patrick Freeman
General Counsel.....Joseph Sedgwick, K.C.
Associate Counsel.....Guy Roberge

☆

Directors

F. H. Elphicke, Vancouver; E. Finlay MacDonald, Halifax; J. E. Campeau, Windsor, Ont.; Jack M. Davidson, Kirkland Lake, Ont.; F. Baxter Ricard, Sudbury, Ont.; Wally Slatter, Guelph, Ont.; J. Arthur DuPont, Montreal; Jean-Paul Lemire, Hull, Que.; Gerry Gaetz, Edmonton, Alta.; Hal Crittendon, Regina, Sask.; J. B. Craig, Brandon, Man.; William Rea, New Westminster, B. C.

☆

Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 115 privately owned (independent) broadcasting stations in Canada.

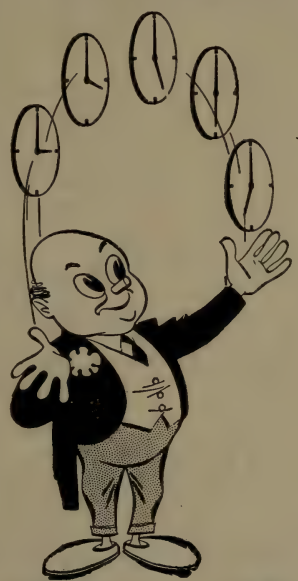
STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page
CBA	Sackville, N. B.	719
CBE	Windsor, Ont.	728
CBF	Montreal, Que.	729
CBG	Gander, Nfld.	720
CBH	Halifax, N. S.	721
CBI	Sydney, N. S.	721
CBJ	Chicoutimi, Que.	729
CBK	Watrous, Sask.	733
CBL	Toronto, Ont.	727
CBM	Montreal, Que.	730
CBN	St. John's, Nfld.	720
CBO	Ottawa, Ont.	725
CBU	Vancouver, B. C.	717
CBT	Grand Falls, Nfld.	720
CBV	Quebec City, Que.	730
CBW	Winnipeg, Man.	718
CBX	Edmonton, Alta.	714
CBY	Corner Brook, Nfld.	720
CFAB	Windsor, N. S.	722
CFAC	Calgary, Alta.	714
CFAR	Flin Flon, Man.	718
CFBC	Saint John, N. B.	719
CFCF	Montreal, Que.	730
CFCH	North Bay, Ont.	724
CFCN	Calgary, Alta.	714
CFCO	Chatham, Ont.	723
CFCY	Charlottetown, P. E. I.	728
CFGP	Grande Prairie, Alta.	715
CFJC	Kamloops, B. C.	715
CFJR	Brockville, Ont.	722
CFNB	Fredericton, N. B.	719
CFNS	Saskatoon, Sask.	733
CFOR	Orillia, Ont.	725
CFOS	Owen Sound, Ont.	725
CFPA	Port Arthur, Ont.	726
CFPL	London, Ont.	724
CFPR	Prince Rupert, B. S.	716
CFQC	Saskatoon, Sask.	733
CFRA	Ottawa Ont.	725
CFRB	Toronto, Ont.	727
CFRG	Gravelbourg, Sask.	732
CFRN	Edmonton, Alta.	714
CHAB	Moose Jaw, Sask.	732
CHAD	Amos, Que.	729
CHAT	Medicine Hat, Alta.	715
CHEF	Granby, Que.	729
CHEX	Peterborough, Ont.	725
CHFA	Edmonton, Alta.	714
CHGB	Ste. Anne de la Pocatiere, Que.	731
CHLN	Three Rivers ,Que.	732
CHLO	St. Thomas, Ont.	726
CHLP	Montreal, Que.	730
CHLT	Sherbrooke, Que.	731
CHML	Hamilton, Ont.	723
CHNC	New Carlisle, Que.	730
CHNO	Sudbury, Ont.	726
CHNS	Halifax, N. S.	721
CHOK	Sarnia, Ont.	726
CHOV	Pembroke, Ont.	725
CHRC	Quebec City, Que.	730
CHRL	Roberval, Que.	731
CHSJ	Saint John, N. B.	720
CHUB	Nanaimo, B. C.	716
CHUM	Toronto, Ont.	727
CHVC	Niagara Falls, Ont.	724
CHWK	Chiliwack, B. C.	715
CICA	Edmonton, Alberta	714
CJAD	Montreal, Que.	730
CJAT	Trail, B. C.	716
CJAV	Port Alberni, B. C.	716
CJBC	Toronto Ont.	727
CJBQ	Belleville, Ont.	722
CJBR	Rimouski, Que.	731
CJCA	Edmonton, Alta.	714
CJCB	Sydney, N. S.	721
CJCH	Halifax, N. S.	721
CJCS	Stratford, Ont.	726
CJDC	Dawson Creek, B. C.	715
CJEM	Edmundston, N. B.	719
CJFP	Riviere-Du-Loup, Que.	731
CJFX	Antigonish, N. S.	721
CJGX	Yorktown, Sask.	733
CJIB	Vernon, B. C.	717
CJIC	Sault St. Marie, Ont.	726
CJKL	Kirkland Lake, Ont.	724
CJLS	Yarmouth, N. S.	722
CJNB	North Battleford, Sask.	732
CJNT	Quebec City, Que.	731
CJOB	Winnipeg, Man.	718
CJOC	Lethbridge, Alta.	715
CJON	St. John's, Nfld.	720
CJOR	Vancouver, B. C.	717
CJOY	Guelph, Ont.	723
CJRL	Kenora, Ont.	724
CJRW	Summerside, P. E. I.	728
CJSO	Sorel, Que.	732
CJVI	Victoria, B. C.	717
CKAC	Montreal, Que.	730

Call Letters	City	See Page
CKBB	Barrie, Ont.	722
CKBI	Prince Albert, Sask.	733
CKBL	Matane, Que.	729
CKBW	Bridgewater, N. S.	721
CKCH	Hull, Que.	729
CKCK	Regina, Sask.	733
CKCL	Truro, N. S.	722
CKCR	Kitchener, Ont.	724
CKCV	Quebec City, Que.	731
CKCW	Moncton, N. B.	719
CKDA	Victoria, B. C.	717
CKDM	Dauphin, Man.	718
CKEN	Kentville, N. S.	721
CKEY	Toronto, Ont.	727
CKFH	Toronto, Ont.	728
CKFI	Fort Frances, Ont.	723
CKGB	Timmins, Ont.	727
CKLB	Oshawa, Ont.	725
CKLN	Nelson, B. C.	716
CKLS	La Sarre, Que.	729
CKLW	Windsor, Ont.	728
CKMO	Vancouver, B. C.	717
CKMR	New Castle, N. B.	719
CKNB	Campbellton, N. B.	719
CKNW	New Westminster, B. C.	716
CKNX	Wingham, Ont.	728
CKOC	Hamilton, Ont.	723
CKOF	Saskatoon, Sask.	733
CKOK	Penticton, B. C.	716
CKOM	Saskatoon, Sask.	733
CKOV	Kelowna, B. C.	715
CKOX	Woodstock, Ont.	728
CKOY	Ottawa, Ont.	725
CKPC	Brantford, Ont.	722
CKPG	Prince George, B. C.	716
CKPR	Fort William, Ont.	723
CKRC	Winnipeg, Man.	718
CKRD	Red Deer, Alta.	715
CKRM	Regina, Sask.	733
CKRN	Rouyn, Que.	731
CKRS	Jonquire, Que.	729
CKSB	St. Boniface, Man.	718
CKSF	Cornwall, Ont.	723
CKSM	Shawinigan Falls, Que.	731
CKSO	Sudbury, Ont.	726
CKTB	St. Catherines, Ont.	726
CKTS	Sherbrooke, Que.	732
CKVD	Val D'Or, Que.	732
CKVL	Verdun, Que.	732
CKWS	Kingston, Ont.	724
CKWX	Vancouver, B. C.	717
CKX	Brandon, Man.	718
CKXL	Calgary, Alta.	714
CKY	Winnipeg, Man.	718
CHAB	Moosejaw, Sask.	732
VOCM	St. John's, Nfld.	720

Canada's Selective Radio Headquarters



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Through the years he has come to symbolize not only the Company he represents, but the medium he champions: *Selective* Radio.

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ALBERTA

CFAC

CALGARY—1922—CBC

Freqeuncy: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calgary Bcstg. Co., Ltd.
Bus.-Studio Address.....1000 Greyhond Bldg.
Phone Number.....Renfrew 6-1036
Transmitter Location.....Midnapore, Alberta
Air Time.....5:55 a.m.-12 M.
News Service.....CPN, BUP
Transcription Service.....Thesaurus, World, Associated
Representative .....All-Canada, Weed
Membership .....CAB
President.....H. R. Carson
Station Manager.....A. M. Cairns
Commercial Manager.....D. H. Hartford
Program Director.....G. A. Brown
Promotion Manager.....R. J. Tregillus
Chief Engineer.....E. C. Connor

CFCN

CALGARY—1922—CBC DOMINION

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By.The Voice of the Prairies, Ltd.
Bus.-Studio Address...Toronto General Trusts Bldg.
Phone Number 2-1161
Air Time.....Full Time
News Service.....BUP, PN
Transcription...Standard, Lang-Worth, Capitol
Representative .....Radio Representatives, Adam J. Young, Jr.
Membership.....CAB, WAB, BBM
Pres., Gen. Mgr.....H. G. Love
Commercial Manager.....E. H. McGuire
Pgm. Director.....James A. Love
Chief Engineer.....Robert Lamb

CKXL

CALGARY—1950

Frequency: 1140 Kc.....Power: 1000 Watts
Owned-Oper. By.....CKXL, Ltd.
Address.....210 9th Ave. W.
Phone Number 63026
Representative.....H. C. Stovin
News Service.....BUP, PN
Membership .....CAB, BBM
President.....G. Max Bell
Station Manager.....Frederick R. Shaw
Commercial Manager.....Bruce D. Alloway
Prom. Mgr., Pub. Dir.....Pearl Borgal
Program Director.....Jack Stewart
Chief Engineer.....Ross Craig

CBX

EDMONTON—1948—CBC

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....713 MacDonald Hotel
General Manager.....J. Alphonse Ouimet
Commercial Manager.....W. E. Powell
Publicity Director.....C. E. L'Ami
Chief Engineer.....G. W. Olive

CFRN

EDMONTON—1934—CBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By....Sunwapta Bcstg. Co., Ltd.
Business-Studio Address.....109 CPR Bldg.
Phone Number 22101
News Service.....BUP, PN
Transcription Service .....Lang-Worth
Representative.....Radio Representatives, Adam J. Young, Jr., Harlan G. Oakes
Membership .....CAB
Pres., Gen., Sta. Mgr.....G. R. A. Rice
Comm., Sales Prom. Mgr.....A. J. Hopps
Program Director.....George A. Duffield
Publicity Director.....Isobel McDonald
Chief Engineer.....Frank G. Makepeace

CHFA

EDMONTON—1949—CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Edmonton, Ltd.
Business Address.....10012 109th St.
Phone Number 42157
News Service .....BUP
Transcription Service .....SESAC
Representative.....Omer Renaud Co.
Membership .....CAB
President.....Dr. L. O. Beauchemin
Station Manager.....J. A. Gallant
Sales Prom. Mgr.....Bernard Gagnon
Program Director.....Leo Remillard
Chief Engineer.....Robert D. Guy

CJCA

EDMONTON—1922—CBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By....Edmonton Bcstg. Co., Ltd.
Bus.-Studio Address.....452 Birks Bldg.
Phone Number.....PBX 44131
Air Time.....Full Time
News Service.....PN, BUP, CP
Trans. Serv.....Thesaurus, World, Standard
Representative .....All-Canada, Weed
Membership .....CAB, BMB
Station Manager.....Gerry Gaetz
Commercial Manager.....Joe MacKenzie
Production Director.....Dalt Elton
Promotion Manager.....Miss Win Sutton
Chief Engineer.....Frank Hollingsworth

CFGP
GRAND PRAIRIE—1937—CBC

Frequency: 1050 Kc.....Power: 1000 Watts
Owned By.....Northern Bcstg. Corp., Ltd.
Phone Number 2311
Air Time.....6 a.m.-M.
News Service .....CP
Transcription Service .....World, SESAC
Representative .....All-Canada, Weed
Membership .....CAB
President.....J. E. Thomson
General-Station Mgr.....Arthur J. Balfour
Commercial Manager.....Jack E. Soars
Program Director.....John Wilson
Publicity Director.....Lillian Bowes
Chief Engineer.....Jim de Roaldes

CJOC
LETHBRIDGE—1926—CBC

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Oper. By.....Lethbridge Bcstg., Ltd.
Address.....1015 Third Ave. S.
Phone Number 3161
Air Time.....5:30 a.m.-1 a.m.
News Service.....PN, BUP, CP
Transcription Service.....Assoc., Thesaurus
Representative .....Weed, All-Canada
Membership .....CAB, BBM, WAB
Pres. & Gen. Mgr.....H. R. Carson
Station Manager.....N. Botterill
Sls. Prom. Mgr., Pub. Dir.....E. Conville
Commercial Manager.....J. Budd
Program Director.....R. Charman
Chief Engineer .....R. A. Reagh

CHAT
MEDICINE HAT—1946—CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Monarch Bcstg. Co., Ltd.
Address .....520 First St.
Phone Number 2821
Representative .....Weed, All-Canada
Transcription Library .....Standard
President.....J. H. Yuill

CKRD
RED DEER—1949—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Central Alberta Bcstg. Co.
Business Address.....Foster Block
Phone Number 2083
Air Time.....17½ hrs.
News Service .....BUP
Transcription Service .....Capitol
Representative.....Radio Reps., Young
Memberships .....CAB
Pres., Gen., Sta. Mgr.....Gordon S. Henry
Commercial Manager .....Ike Kaila
Pgm., Prod. Dir.....Ned Corrigall
Chief Engr.....A. I. Booker

BRITISH COLUMBIA

CHWK
CHILLIWACK—1927—CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Fraser Valley Bcstrs., Ltd.
Business-Studio Address.....50 Yale Rd. E.
Phone Number 7511-21
Air Time.....6:30 a.m.-M.
News Service .....BUP
Representative .....All-Canada, Weed
Membership.....CAB, BBM, WAB, BCAB
President.....C. Casey Wells
Gen. Mgr., Chief Engr.....Jack Pilling
Commercial Manager.....W. G. Teetzel
Prom., Publ. Dir.....Margaret Cormack
Program Director.....J. M. Maclachlan
Representative..Radio Representatives, Cooke
Membership .....CAB
President.....W. B. Michaud
General Manager.....Lewis R. Roskin
Program Director.....Michael Laverne
Publicity Director.....Marilyn Williams
Chief Engineer.....William Gordon

CFJC
KAMLOOPS—1926

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Interior Bcstrs.
Business-Studio Address.....310 St. Paul St.
Phone Number 1021

CJDC
DAWSON CREEK—1947—CBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By..Radio Station CJDC, Ltd.
Business Address.....2nd Ave. & 9th St.
Phone Number 216
News Service.....Press News
Transcription Service .....Associated

CKOV
KELOWNA—1931—CBC

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Okanagan Bcstrs., Ltd.
Business-Studio Address.....Box 1481
Phone Number 3331
News Service .....PN
Transcription Service..Lang-Worth, Thesaurus

Representative .....All-Canada, Weed
Membership.....CAB, WAB, BCAB
General Manager.....J. W. B. Browne
Station Manager.....D. Reid
Prom. Mgr., Prog. Dir.....Freda Woodhouse
Chief Engineer.....J. Fred Weber

CHUB

NANAIMO—1949

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business Address.....Malaspina Hotel
Air Time.....Full Time
News Service .....PN
Transcription Service.....World, Standard
Representative..Natl. Bcstg. Sales, Hunt, Cooke
Gen. Mgr.....C. J. Rudd
Nat. Sales Dir.....Sheila Hassell
Chief Engineer.....E. Ross MacIntyre

CKLN

NELSON—1939—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..News Publishing Co., Ltd.
Address.....266 Baker St.
Phone Number 19
Air Time.....Full Time
Newspaper Affiliation.....Nelson Daily News
News Service .....PN
Representative .....Stovin, Young
Membership.....BBM, CAB, WAB, BCAB
Station Mgr., Chief Engineer....A. R. Ramsden

CKNW

NEW WESTMINSTER—1944

Frequency: 1320 Kc.....Power: 1000 Watts
Owned By.....International Bcstg. Co., Ltd.
Business-Studio Address.....227 Columbia St.
Phone Number 3000
Air Time.....Full Time
News Service.....UP, CP
Transcription.....Associated, Standard, Cole
Representative.....Forjoe, Nat. Bcstg. Sales
Membership .....CAB
Pres., Gen., Sta. Mgr.....William Rea, Jr.
Assistant Manager.....Phil Baldwin
Prod. Manager.....Hal Davis
Chief Engineer.....Verne Wileman

CKOK

PENTICTON—1948

Frequency: 800 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....CKOK, Ltd.
Business-Studio Address .....Nanaimo Ave.
Phone Number.....2800, 2850
Air Time.....6:30 a.m.-1 a.m.
News Service .....CP
Transcription Service .....Standard
Representative.....Radio Reps., Cooke, Hunt
Membership.....BBM, CAB, BCAB, WAB
President.....Maurice P. Finnerty
Sta., Comm. Manager.....Roy G. Chapman
Program Director.....Vince A. Duggan
Chief Engineer.....Dick France

CJAV

PORT ALBERNI—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJAV, Ltd.
Address.....735 Third Ave., S.
Phone Number 604
Air Time.....6 a.m.-12 M.
News Service.....AP, PN, Reuters
Transcription .....Lang-Worth, Cole, Capitol
Representative.....Donald Cooke, Inc.
Membership .....CAB
President.....Harold E. Warren
Managing Dir.....Kenneth Hutcheson
Comm. Mgr.....J. Geoffrey Holmes
Program Dir.....Thomas A. Rannie
Publicity Dir.....Lyall Feltham
Chief Engineer.....Ross McIntyre

CKPG

PRINCE GEORGE—1946—CBC

Frequency: 550 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station CKPG, Ltd.
Address .....Box 940
Phone Number 140
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....Frank H. Elphicke
General Manager.....Cecil G. Elphicke
Commercial Manager.....Jack Carbutt
Chief Engineer.....Mac MacKenzie

CFPR

PRINCE RUPERT—1938—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned By..Northwest Bcst. & Service Co., Ltd.
Studio Address.....336 Second Ave., Box 848
Phone Number 863
General Manager (CBC).....J. A. Ouimet

CJAT

TRAIL—1932—CBC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Kootenay Bcstg. Co., Ltd.
Business-Studio Address.....815 Victoria St.
Phone Number 1840
News Service .....AP
Representative .....Weed
Membership .....BBM, CAB
President.....A. S. Mawdsley
Station Manager.....John W. Loader
Commercial Manager.....Donald G. Marshall
Program Director.....J. P. Kobluk
Chief Engineer.....John D. Hepburn

CBU

VANCOUVER—1936—CBC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....701 Hornby St.
Phone Number .....Marine 6121
News Service.....BUP, R, CP
General Manager (CBC)...J. Alphonse Ouimet
Commercial Mgr. (CBC).....Walter E. Powell
Regional Representative.....Kenneth Caple
Program Director.....Doug Nixon
Publicity Director.....W. Gilmour Clark
Chief Engineer.....G. W. Olive

CJOR

VANCOUVER—1926—CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business-Studio Address.....846 Howe St.
Phone Number.....MArine 6464
News Service.....BUP, UP, PN
Transcription Service.....Thesaurus
Representative.....Stovin, Young
Membership .....CAB
Pres., Gen. Mgr.....George C. Chandler
Asst. Mgr., Ch. Engr.....Art Chandler
Comm., Prom. Manager.....Don Laws
Program Director.....Wally Peters
Publicity Director.....Hector Christie

CKMO

VANCOUVER—1922

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....B. C. Bcstg. System, Ltd.
Address.....812 Robson St.
Phone Number.....MArine 1271
Transcription Service.....Associated, SESAC
Representative .....Cooke, Renaud
President.....Mrs. R. J. Sprott
Managing Director.....Mrs. K. M. Willis
Chief Engineer.....D. Rogers

CKWX

VANCOUVER—1923—MBS

Frequency: 980 Kc.....Power: 5000 Watts
Business-Studio Address.....543 Seymour St.
Phone Number.....TAtlow 5131
News Service.....CP, BUP
Transcription Service.....Lang-Worth, World
Representative .....All-Canada, Weed
President.....Mrs. Arthur Holstead
Vice-Pres., Gen. Mgr.....Frank H. Elphicke
Commercial Manager.....John L. Sayers
Program Director.....John Ansell
Sales Promotion Mgr.....Ken Hughes
Chief Engineer.....Charles Smith

CJIB

VERNON—1947—CBC

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Interior Bcstrs., Ltd.
Business Address.....3330 30 Ave.
Phone Number 900
Air Time.....Full Time
News Service .....CP
Transcription Service .....Associated
Representative .....Radio Representatives
President .....Bryson Whyte
Station Mgr.....Gil Seabrook
Commercial Mgr.....Larry Scott
Program Dir.....Don McGibbon
Publicity Dir.....Dave Lilwall
Chief Engineer.....Loren Merriman

CJVI

VICTORIA—1940—CBC

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Oper. By.....Island Bcstg. Co., Ltd.
Business-Studio Address.....620 View St.
Phone Number.....Garden 2014
News Service .....PN
Transcription Service .....Thesaurus
Newspaper Affiliation.....“Daily Colonist”
Representative .....Weed, All-Canada
Membership .....CAB
President.....H. T. Matson
General Manager.....W. M. Guild
Commercial Manager.....Lee F. Hallberg
Sales Prom. Mgr.....James S. Crawford
Program Director.....Vern Groves
Chief Engineer.....Joe Sommers

CKDA

VICTORIA—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Capital Bcstg. System
Address.....1450 Douglas St.
Phone Number.....Garden 9311
News Service .....BUP
Transcriptions Service .....Standard
Representative .....Forjoe
Pres., Gen. Mgr.....David M. Armstrong
Commercial Mgr.....Gordon M. Reid
Production Mgr.....David G. Hill
Program Dir.....C. Edward Farey
Publicity Dir.....Sidney S. Lancaster

MANITOBA

CKX

BRANDON—1928—CBC DOMINION

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By....Western Manitoba Bcstrs.
Address.....8th St. & Princess Ave.
Phone Number 4532
Transcription Service.....Thesaurus, World
Representative..Radio Representatives, Young
News Service .....PN
Managing Director.....J. B. Craig
Commercial Manager.....E. D. Holland
Program Director.....Eric Davies
Sales Prom. Manager.....Archie Olson
Chief Engineer.....Humphrey Davies

CKDM

DAUPHIN—1951

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Operated By..Dauphin Bcstg. Co., Ltd.
Phone 22
Transcription Service .....Thesaurus
News Service .....PN
President.....Dr. M. Potoski
General Manager.....D. M. Hughes
Chief Engineer.....G. Shave

CFAR

FLIN FLON—1937—CBC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Arctic Radio Corp., Ltd.
Address.....75 Hill St.
Phone Number 4422
News Service .....PN
Representative .....Stovin, Young
Membership .....CAB, BBM
General Manager.....C. H. Witney
Commercial Manager.....J. Thiele
Program Director.....E. Smallwood
Chief Engineer.....Gordon Woodward

CKSB

ST. BONIFACE—1946

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio St. Boniface, Ltd.
Address.....607 Langevin St.
Phone Number 204-865
Representative .....McGillvra
President .....Celestin Champagne
Gen., Comm., Sta., Prom. Mgr..Roland Couture
Program Dir.....Rene Dussault
Chief Engineer.....D. R. Thomson

CBW

WINNIPEG—1948—CBC

Frequency: 990 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business Address.....300 Telephone Bldg.
Phone Number 922191
Regional Representative.....J. R. Finlay
News Service.....BUP, PN, Reuters, CP
General Manager.....J. Alphonse Ouimet
Station Manager (CBC) Winnipeg
J. N. Mogridge
Commercial Manager.....W. E. Powell
Publicity Director.....C. E. L'Ami
Chief Engineer.....G. W. Olive

CJOB

WINNIPEG—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Blick Bcstg., Ltd.
Business-Studio Address.....Lindsay Bldg.
Phone Number.....926, 374
News Service.....CP, BUP
Transcription Service.....World, Thesaurus, Associated, Standard, Lang-Worth
Representative..Radio Representatives, Young
Membership .....CAB
President, General Manager.....J. O. Blick
Commercial Manager.....A. J. Messner
Sales Prom. Mgr.....H. J. Gibson
Program Director.....George C. Davies
Chief Engineer.....R. V. Durie

CKRC

WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Transcanada Communications, Ltd.
Bus.-Studio Address.....300 Carlton St.
Phone Number.....922, 266
Air Time .....Unlimited
News Service.....BUP, PN
Transcription Service...Lang-Worth, Standard
Representative .....Weed, All-Canada
Membership .....CAB, BBM
President .....V. Sifton
Gen., Sta. Mgr.....William A. Speers
Commercial Manager.....B. M. Pirie
Prom., Pub. Mgr.....F. M. Desourdy
Program Director.....J. M. Hill
Chief Engineer.....Bert Hooper

CKY

WINNIPEG—1949

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Station CKY, Ltd.
Business Address.....432 Main St.
Phone 931, 531
Air Time.....5:50 a.m.-1 a.m.
Transcription Service .....Capitol, SESAC
Representative.....Stovin, Cooke
Membership .....CAB
President.....Lloyd E. Moffatt
General Manager.....A. R. Mackenzie
Adv. Sales Mgr.....W. E. Collier
Local Sales Mgr.....C. F. Hawkins
Sales Prom. Mgr.....Allan Barker
Program Dir.....E. R. McCrea
Chief Engineer.....A. Melowanchuck

NEW BRUNSWICK

CKNB

CAMPBELLTON—1939—CBC

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Restigouche Bcstg. Co., Ltd.
Business Address.....P. O. Drawer 226
Phone Number 8
Air Time.....7:50 a.m.-12:10 a.m.
Representative .....Hardy, Weed
Membership .....CAB, BBM
President.....J. Wesley MacDonald
General Manager.....Dr. Charles H. Houde
Station Manager.....Stan Chapman
Sales Prom. Mgr.....Bill Harper
Program Director.....Bob Richards
Chief Engineer.....Phil Paquet

CJEM

EDMUNDSTON—1944—CBC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Edmundston Radio, Ltd.
Business-Studio Address.....91 Canada Rd.
Phone Number 880
Air Time.....7:00 a.m.-12:15 a.m.
Transcription Service .....SESAC
News Service .....CP
Representative .....Stovin, Young
President .....George Michaud
Station Manager.....Maurice Lacasse
General Manager.....Jacques Brillant
Comm., Prom. Mgr.....Georges Guerrette
Program Director.....Reynald Teasdale
Publicity Dir.....Maurice Lacasse
Chief Engineer.....Yvon Roy

CFNB

FREDERICTON—1923—CBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By...James S. Neill & Sons, Ltd.
Business-Studio Address.....Queen St.
Phone Number 5501
Air Time .....Full Time
News Service.....BUP, RP
Transcription Service.....Thesaurus, Standard
Representative .....All-Canada, Weed
Membership .....CAB
Gen., Sta. Mgr.....Dr. Malcolm Neill
Gen., Sta. Mgr.....D. Malcolm Neill
Pub. Dir., Prom. Mgr.....H. L. McFee
Program Director.....J. T. H. Fenety
Chief Engineer.....Glenn D. Love

CKCW

MONCTON—1934—CBC

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Oper. By.....Moncton Bcstg., Ltd.
Business-Studio Address.....K. of P. Bldg.
Phone Number 9111
Air Time.....6:30 a.m.-1 a.m.
News Service.....BUP, RP
Transcription Service .....World
Representative .....Young, Stovin
Membership .....CAB
Pres., Gen. Mgr.....F. A. Lynds
Commercial Manager.....T. Tonner
Program Director.....Mike Wood
Publicity Director.....R. Stockall
Chief Engineer.....James A. White

CKMR

NEW CASTLE—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Miramichi Bcstg. Co., Ltd.
Business Address.....Castle St.
Phone Number 890

CBA

SACKVILLE—1939—CBC

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....100 Sackville St.
Phone Number 3-6188
News Service.....PN, BUP, CP
Regional Representative.....W. E. S. Briggs
General Manager (CBC)...J. Alphonse Ouimet
Commercial Manager.....W. E. Powell
Program Director.....H. J. Boyle
Publicity Director.....R. C. Fraser
Chief Engineer.....G. W. Olive

CFBC

SAINT JOHN—1946—CBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Fundy Bcstg. Co., Ltd.
Business-Studio Address.....68 Carleton St.
Phone Number 3-2421
Air Time.....6 a.m.-1 a.m.
News Service.....RP, BUP
Transcription Service .....Thesaurus
Representative..Weed, Hunt, Nat'l Bcst. Sales
President.....A. M. A. McLean
General Manager.....A. N. McLean
Station Manager.....Robert T. Bowman
Commercial Manager.....C. F. Bedford
Production Director.....D. H. Armstrong
Program Director.....Wm. Tonner
Prom. Mgr., Publ. Dir.....R. J. Gallagher
Chief Engineer.....H. M. Stout

CHSJ

SAINT JOHN—1934—CBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By...New Brunswick Bcstg. Co.
Business-Studio Address.....14 Church St.
Phone Number 3-3304
Air Time .....Unlimited
News Service .....PN
Transcription Service.....World, Lang-Worth, Associated
Representative .....Stovin, Young
Membership .....CAB, BBM
Station Manager.....George A. Cromwell
Sales Prom. Mgr.....W. E. Stirling
Program Director.....Cleve G. Stillwell
Production Director.....Earl McCarron
Publicity Director.....Christine Fewings
Chief Engineer.....J. G. Bishop

NEWFOUNDLAND

CBY

CORNER BROOK—1949—CBC

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address.. .....Corner Brook
News Service.....CP, BUP, Reuters
Representative .....CBC
Gen. Mgr. (CBC).....J. Alphonse Ouimet
Station Manager.....C. V. Hierlihy
D. Press & Info. Serv. (CBC)....Ron C. Fraser
Dir. Gen. Engrg.....Gordon W. Olive

CBG

GANDER—1949—CBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address.....P. O. Drawer 32
Phone Number 349
News Service.....CP, BUP, Reuters, PN
Station Manager.....A. Barrett

CBT

GRAND FALLS—1949—CBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....Munro Bldg.
Phone Number 2102
Air Time.....16½ hrs.
Gen. Mgr. (CBC).....J. Alphonse Ouimet
Commercial Manager.....G. D. Halley
Station Manager.....John J. Grace
Publ. Director (CBC).....Ron C. Fraser
Sales Prom. Mgr.....Anne Bergen
Chief Engineer.....J. J. Maloney

CBN

ST. JOHN'S—1949—CBC

Frequency: 640 Kc.....Power: 10,000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....St. John's
Air Time.....16½ hrs.
News Service.....CP, PN, BUP, Reuters
Representative .....CBC
General Manager (CBC)...J. Alphonse Ouimet
Commercial Mgr. (CBC).....W. E. Powell
Publ. Director (CBC).....Ron C. Fraser
Chief Engineer (CBC).....C. W. Olive

CJON

ST. JOHN'S—1951

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....Nfld. Bcstg. Co., Ltd.
Address.....Prince of Wales St.
Phone.....5601, 7105-6-7, 4700
Air Time.....Full Time
News Service.....AP, CP
Transcription Service....Lang-Worth, SESAC
Reps.....All-Canada Radio, Weed
Membership .....CAB, BBM
Pres., Gen. Mgr.....Geoffrey W. Stirling
Station Manager.....Don Jamieson
Commercial Manager.....F. Dawe
Sales Prom. Mgr.....Jack Baird
Program Director.....Art Hartnett
Publicity Director.....F. Webster
Chief Engineer.....Oscar Hierlihy

VOCM

ST. JOHN'S—1936

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Colonial Bcstg. System
Business Address....Water at McBride's Hill
Phone 3148-9
News Service.....CP, PN
Transcription Service.....Thesaurus, World
Membership .....CAB, MAB
Representative .....Stovin, Young
Mng. Director.....J. L. Butler
Sta., Comm., Pro. Mgr.....M. Shulman
Program Director.....J. M. Murdoch
Chief Engineer.....W. B. Williams

NOVA SCOTIA

CJFX

ANTIGONISH—1943—CBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlantic Bcstrs., Ltd.
Address .....Broadcasting Bldg.
Phone 580
News Service .....CP
Transcription Service.....SESAC, Lang-Worth
Representative.....Young, Natl. Bcst. Sales
News Service .....PN
Transcription Service .....Lang-Worth
Representative.....Natl. Bcst. Sales, Young
Pres., Gen. Mgr.....J. Clyde Nunn
Commercial Manager.....R. J. Ricketts
Program Director.....Charles O'Brien
Chief Engineer.....G. C. MacDougall

CKBW

BRIDEWATER—1947

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Oper. By.....Acadia Bcstg. Co., Ltd.
Address.....399 King St.
Phone Number 445
News Service .....PN
Transcription Service .....Associated
Representative.....Radio Representative Ltd., Cooke
President.....C. J. Morrow
General Manager.....John F. Hirtle
Sta., Comm. Mgr.....James A. MacLeod
Sales Prom. Mgr.....Lester L. Rogers
Program Director.....A. Maxwell Ramey
Publicity Director.....Donald E. Nicolle
Chief Engineer.....Douglas B. Hirtle

CBH

HALIFAX—1944—CBC

Frequency: 1330 Kc.....Power: 100 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....100 Sackville St.
Phone Number 3-6188
News Service.....BUP, PN, Reuters, CP
General Manager.....J. Alphonse Ouimet
Station Manager.....S. R. Kennedy
Publicity Director.....Ron Fraser

CHNS

HALIFAX—1926—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Maritime Bcstg. Corp., Ltd.
Bus.-Studio Address.....10 Tobin St.
Phone Number 3-8318
Air Time.....7-12:15 a.m.
News Service.....CP, BUP
Transcription Service..Thesaurus, Lang-Worth
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....Andrew W. Robb
Station Manager.....Gerald Redmond
Commercial Manager.....Douglas Grant
Promotion Manager.....James McKeagan
Chief Engineer.....Arthur H. Greig

CJCH

HALIFAX—1944

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Chronicle Co., Ltd.
Bus.-Studio Address.....Lord Nelson Hotel
Phone Number 3-7311
Air Time.....Full Time
News Service .....PN
Transcription Service.....World, Associated
Rep.....Mulvihill, Radio Time Sls., Young
Managing Director.....B. P. McCurdy
Station Manager.....E. Finlay MacDonald
Sales Manager.....C. L. Chambers
Promotion Manager.....Maurice L. Foisy
Chief Engineer.....A. Reginald MacWilliams

CKEN

KENTVILLE—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Ltd.
Business-Studio Address.....Radio Center
Phone Number.....Kentville 400
Air Time.....7 a.m.-10:20 p.m.
News Service .....PN
Transcription Service .....Lang-Worth
Representative .....Alexander
Membership .....CAB
President, Chief Engr.....Avard M. Bishop
General Manager.....J. A. C. Lewis
Comm., Prom. Mgr., Publ. Dir.....Bernard Butler-Grey

CBI

SYDNEY—1948—CBC

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....247 Charlotte St.
News Service.....BUP, Reuters, CP
General Manager (CBC)..J. Alphonse Ouimet
Station Manager.....Barry MacDonald
Commercial Manager.....W. E. Powell
Publicity Director.....Ron Fraser
Chief Engineer.....G. W. Olive

CJCB

SYDNEY—1929—CBC

Frequency: 1270 Kc.....Power: 5000 d., 1000 Watts n.
Bus.-Studio Address.....318 Charlotte St.

Phone Number 5596-7
Air Time.....Full Time
News Service .....PN
Transcription Service..Thesaurus, Lang-Worth
Representative .....All-Canada, Weed
General Manager.....J. Marven Nathanson
Commercial Manager.....R. M. Burchell
Sales Prom. Mgr.....M. C. MacQuarrie
Program Director.....T. C. Robertson
Chief Engineer.....A. E. Vernon

CKCL

TRURO—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Colchester Bcstg. Co. Ltd.
Business Address.....7 Pleasant St.
Phone Number 491
Air Time.....7 a.m.-11 p.m.
News Service.....BUP, Radio Press
Transcription Service .....Associated
Representative .....Omer Renaud
Membership .....CAB, BBM
President, General Mgr.....J. Arthur Manning
Program Director.....Lloyd Cavanagh
Chief Engineer.....Sidney Bernasconi

CFAB

WINDSOR—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Evangeline Bcstg. Co., Ltd.
Address .....Radio Centre
Phone Number 400
Air Time.....Full Time
News Service .....PN
Transcription Service .....Lang-Worth
Representative .....Alexander Young
Membership .....CAB, BBM
President, Chief Engr.....Avard M. Bishop
General Manager.....J. A. C. Lewis
Comm., Prom. Mgr., Publ. Dir.....Bernard Butler-Gray
Program Director.....Willard A. Bishop

CJLS

YARMOUTH—1934—CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gateway Bcstg. Co., Ltd.
Address.....222 Main St.
Phone Number 500
Air Time.....7:45 a.m.-12:10 a.m.
News Service .....CP
Transcription Service .....All-Canada
Representative .....All-Canada, Weed
Pres., Gen., Comm. Mgr., Chf. Eng...D. L. Smith
Program Director.....Denny J. Comeau
Prom., Publ. Director.....William Singer

ONTARIO

CKBB

BARRIE—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Barrie Bcstg. Co. Ltd.
Address.....26 Elizabeth St.
Phone Number 5585
Representative .....Young, Mulvihill
News Service .....PN
Pres., Gen. Mgr.....Ralph T. Snelgrove

CJBQ

BELLEVILLE—1946—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Quinte Bcstg. Co., Ltd.
Business-Studio Address.....Box 153
Phone Number 3200
Air Time.....Full Time
News Service .....PN
Transcription Service.....World, Thesaurus
Representative ....Stovin, Young
Membership .....CAB, CCBA
President.....A. McLean Haig
Station Manager.....W. H. Stovin
Commercial Manager.....J. H. MacDonald
Program Director.....Scott Hannah
Chief Engineer.....J. B. Buchanan

CKPC

BRANTFORD—1923—CBC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By....Telephone City Bcst., Ltd.
Address.....525 Colborne St.
Phone Number 3-2664
Transcription Service .....World
News Service .....BUP
Transcription Service.....World, Capitol
Representative.....J. L. Alexander
Pres., Gen. Mgr.....Mrs. E. M. Buchanan
Station Manager.....Hugh Bremner
Commercial Manager.....Chas. Packham
Sales Prom. Mgr.....Tom Potter
Program Director.....Richard Buchanan
Publicity Director.....Jack Wilkinson
Chief Engineer.....Robert Hancock

CFJR

BROCKVILLE—1943—CBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address.....King St. West
Phone Number 4628
Air Time.....Full Time
News Service .....BUP

Representative .....Stovin, Young
Membership .....CAB, BBM
Gen., Sta., Comm. Mgr.....Jack R. Radford
Prom. Mgr., Pub. Dir.....Ian Thomson
Program Director.....Tom Statham
Chief Engineer.....Sid Penstone

CFCO

CHATHAM—1926—CBC

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John Beardall
Business ddress.....42 King St. W.
Phone Number 2626
News Service .....BUP
Transcription Service.....Cole, Lang-Worth
Pres., Gen. Manager.....John Beardall
Commercial Manager.....Peter Kirkey
Program Director.....Stewart Brandy
Chief Engineer.....Gordon Brooks

CKSF

CORNWALL—1945—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Standard-Freeholder, Ltd.
Business-Studio Address.....36 Pitt St.
Phone Number 4800-01
Air Time.....6:45 a.m.-11:45 p.m.
News Service .....CP
Transcription Service .....Thesaurus
Representative .....Stovin, McGillvra
Membership .....CAB, BBM
President .....Howard Fleming
General Manager.....Phil Robertson
Station Manager.....Fred H. Pemberton
Publicity Director.....Alma Larocque
Chief Engineer.....Mahlon Clark

CKFI

FORT FRANCES—1944—CBC-KBS

Frequency: 800 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned By.....Radio Station CKFI
Business-Studio Address.....240 Scott St.
Phone Number.....Ft. Frances 200
Air Time.....6:55 a.m.-11 p.m.
News Service .....PN
Transcription Service .....Keystone
Reps.....Alexander, Messner, Hunt, Cooke
Pres., Gen. Mgr.....J. G. McLaren
Station Manager.....Robert N. Kennett
Commercial Manager.....Edward Ashton
Prom. Mgr., Pub. Dir.....Gordon McBride
Program Director.....Charles Renaud
Chief Engineer.....Dick Endseth

CKPR

FORT WILLIAM—1931—CBC

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....H. F. Dougall Co., Ltd.
Bus.-Studio Address.....Victoria Ave.
Phone Number 33477
Air Time.....Full Time
News Service .....CP
Transcription Service.....Thesaurus, United
Representative..Stovin, Radio Representatives, Young, All-Canada
Membership .....BBM, CAB
Pres., Gen. Mgr.....H. F. Dougall
Commercial Manager.....George Jeffrey
Program Director.....J. P. Friesen
Chief Engineer.....W. T. Ross

CJOY

GUELPH—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....CJOY, Ltd.
Business Address.....Bond Bldg.
Phone Number 5500
Air Time.....6:30 a.m.-12:30 a.m.
News Service .....PN
Transcription Service..Lang-Worth, Associated
Representative .....Radio Reps., Cooke
Pres., Sta. Mgr.....Wallace Slatter
Commercial Mgr.....Frederick T. Metcalf
Program Director.....Don LeBlanc
Chief Engineer.....D. A. Page

CHML

HAMILTON—1922—CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By...Maple Leaf Bcstg. Co., Ltd.
Business-Studio Address.....848 Main St., E.
Phone Number 9-2411
Air Time.....Full Time
News Service .....PN
Representative...Stephens & Tondrow, Young
Transcription Service....Standard, Associated
Membership .....CAB
President, Gen. Mgr.....Kenneth D. Soble
Station Manager.....Tom Darling
Commercial Manager.....W. D. Whitaker
Sales Prom. Mgr.....R. J. Eastcott
Program Director.....R. A. Alexander
Chief Engineers.....Hugh Potter, Phil Tahany

CKOC

HAMILTON—1922—CBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....Wentworth Radio Bcstg. Co., Ltd.
Bus.-Studio ddress.....32 John St.
Phone Number 7-4483
Air Time.....5:45 a.m.-1:05 a.m.
News Service.....BUP, PN
Transcription Service.....Thesaurus, World
Representative .....All-Canada, Weed
Membership .....CAB, BBM
Manager.....W. T. Cranston
Commercial Manager.....L. A. Westmoreland
Sales Prom. Mgr.....Mary A. Hill
Program Director.....H. Gibson
Chief Engineer.....Leslie Horton

CJRL

KENORA—1938—CBC

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Oper. By.....C. W. Johnson
Address .....Johnson Block
Phone Number 6212
Air Time.....17 hrs.
News Service .....CP
News. Affil.....Canadian Press
Transcription Service .....Thesaurus
Representative .....Stovin, Cooke
Membership.....CAB, BBM, WAB, CCAB
President.....C. W. Johnson
Sta., Comm. Mgr.....G. A. McLean
Sales Prom. Mgr.....John Pierce
Program Director.....Jim Thom
Chief Engineer.....J. Edwards

CKWS

KINGSTON—1942—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....Brookland Co., Ltd.
Address .....King St.
Phone Number 4405
Air Time.....16 hrs.
News Service .....PN
News. Afifl. .....Whig-Standard
Transcription Service.....Lang-Worth, World
Representative.....Natl. Bcst. Sales, Cooke
Membership .....CAB
President.....Senator W. R. Davies
General Manager.....Jack Davidson
Station Manager.....Roy W. Hofstetter
Commercial Manager.....E. Jones
Sales Prom. Mgr.....J. Pollie
Program Manager.....W. Luxton
Chief Engineer.....Burt Cobb

CJKL

KIRKLAND LAKE—1934—CBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Roy H. Thompson
Address .....Govt. Rd.
Phone Number 27
News Service .....PN
Transcription Service...Thesaurus, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership .....CAB
President.....Roy H. Thompson
General Manager.....J. M. Davidson
Station Manager.....C. W. Burnett
Commercial Manager.....J. Weatherwax
Sales Prom. Mgr.....G. Davidson
Program Director.....Don Nairn
Chief Engineer.....C. L. Spence

CKCR

KITCHENER—1930—CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Opr. By.....K.-W. Bcstg. Co., Ltd.
Business-Studio Address.....125 King St. W.
Phone Number 3-3628
Air Time.....Full Time
News Service .....PN
Transcription Service .....Associated
Representative .....Renaud, Young
Pres., Gen. Mgr.....G. Liddle
Publ. Dir., Comm. Mgr.....James C. Mitchell
Program Director.....Stu Monroe
Chief Engineer.....Bill Marchand

CFPL

LONDON—1933—CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper....London Free Press Printing Co.
Address.....442 Richmond St.
Phone Number 4-2121
Air Time.....6:05 a.m.-12:05 a.m.
News Service .....PN
News. Affil.....Free Press
Transcription...Standard, Lang-Worth, World
Representative .....Weed, All-Canada
Membership .....CAB, BBM
President.....Walter J. Blackburn
General Manager.....Murray T. Brown
Commercial Manager.....Douglas C. Trowell
Program Director.....Robert A. Reinhart
Chief Engineer.....Glen A. Robitaille

CHVC

NIAGARA FALLS—1947

Frequency: 1600 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Radio Station CHVC, Ltd.
Business Address.....Rainbow Bridge
Phone 4110
Air Time.....Full Time
News Service .....BUP
Transcription Service .....Thesaurus
Representative .....Cooke, Alexander
President, Gen. Mgr.....B. Howard Bedford
Station Manager.....A. W. Blakely
Commercial Manager.....R. H. Hamilton
Prom. Mgr., Pub. Dir.....Bill Killough
Chief Engineer.....L. H. Rook

CFCH

NORTH BAY—1931—CBC

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Address .....Fraser St.
Phone Number 2400
Air Time.....Full Time
News Service .....PN
Transcription Service..Lang-Worth, Thesaurus
Representative.....Natl. Bcst. Sales
President.....Roy H. Thomson
General Manager.....Jack M. Davidson
Station Manager.....Keith Packer
Commercial Manager.....Bill King
Program Director.....Phil Clayton
Chief Engineer.....Jack Barnaby

CFOR

ORILLIA—1945—CBC

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gordon E. Smith
Bus.-Studio Address ..101 Mississaga St., E.
Phone Number 3511
News Service .....BUP
Transcription Service..World, Cole, Associated
Representative .....Stovin
Membership .....CAB
President, General Mgr.....Gordon E. Smith
Program Director.....Pete McGarvey
Commercial Manager.....Alex Gilmour
Promotion Manager.....Russ Waters
Chief Engineer.....George Slinn

CKLB

OSHAWA—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Lakeland Bcstg. Co., Ltd.
Business-Studio Address.....16 Centre St.
Phone Number 3-3415
Air Time.....19 hrs.
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative .....Alexander, McGillvra
Pres., Gen. Mgr.....Alfred H. Collins
Comm., Prom. Mgr.....Gordon G. Garrison
Pgm. Director.....Ken Philips
Chief Engineer.....Burt McCollum

CBO

OTTAWA—1924—CBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....Chateau Laurier Hotel
Phone Number 2-1151
Station Manager.....Charles P. Wright
Chief Engineer.....Maxted Gilbert

CFRA

OTTAWA—1947

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Station CFRA
Business Address.....Ryan Auditorium
Phone Number 3-6241
Transcription Service...Standard, Lang-Worth, Capitol
Representative .....All-Canada, Weed
President, General Mgr.....Frank Ryan

CKOY

OTTAWA—1949—CBC

Frequency: 1310 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....CKOY, Ltd.
Address.....272 Somerset St., W.
Phone Number 2-2641
Air Time.....Full Time
News Service .....AP
Transcription Service.....Capitol, Thesaurus
Representative.....Cooke, Natl. Bcst. Sales
President.....Duncan K. MacTavish
General Manager.....Dan V. Carr
Commercial Manager.....Jack Thompson
Program Director.....Keith Sterling
Publicity Director.....M. G. Sinelnikoff
Chief Engineer.....Jack Pond

CFOS

OWEN SOUND—1940—CBC

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Grey & Bruce Bcstg. Co., Ltd.
Address.....270 9th St. E.
Phone Number 1940
Air Time.....Full Time
News Service .....PN
Transcription Service .....World
Representative .....Stovin, Young
President .....Howard Fleming
General Manager.....William N. Hawkins
Commercial Manager.....D. Ferry
Program Director.....E. Smith
Promotion Manager.....J. McAsh
Chief Engineer.....R. Turnpenny

CHOV

PEMBROKE—1942—CBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By....Ottawa Valley Bcstg. Co.
Address.....197 Albert St.
Phone Number 1350
News Service .....BUP
Transcription Service.....Thesaurus, SESAC
Representative .....Stovin, Young
Pres., Gen. Mgr.....E. G. Archibald
Program Director.....Bill Kutschke
Comm., Prom. Manager....Ramsay F. Garrow
Chief Engineer.....W. E. Schmidt

CHEX

PETERBOROUGH—1942—CBC

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Brookland Co., Ltd.
Bus.-Studio Address.....Hunter & Water Sts.
Phone Number 2-0451
Air Time.....6 a.m.-12 M.
News Service .....PN
News. Affil.....The Examiner
Transcription Service .....Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership .....CAB
President.....W. R. Davies
General Manager.....J. Davidson
Station Manager.....D. R. Lawrie
Commercial Manager.....G. Grady
Program Director.....Doug Burrows
Chief Engineer.....A. E. Crump

CFPA

PORT ARTHUR—1944—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph H. Parker
Bus.-Studio Address.....Public Utilities Bldg.
Phone Number.....5-7651
Air Time .....Unlimited
News Service .....PN
Transcription Service...Standard, Lang-Worth
Representative....Broadcast Representatives, Alexander, Weed
Membership .....CAB, BBM
Sta., Gen. Mgr.....Ralph H. Parker
Commercial Manager.....R. P. MacGowan
Program Director.....Al Davidson

CKTB

ST. CATHARINES—1933—CBC

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By....The Niagara District Bcstg. Co., Ltd.
Business-Studio Address.....12 Yates St.
Phone Number.....MUtual 5-7351
News Service .....PN
Air Time.....Full Time
Transcription Service .....Standard
Representative.....Radio Time Sales, J. H. McGillvra, P. Mulvihill
Membership.....CAB, BBM, CCBA
President.....W. B. C. Burgayne
Gen. Mgr., Prog. Dir.....Mary C. Burgoyne
Commercial Manager.....V. A. Lococo
Sta., Prom. Mgr., Pgm. Dir.....W. C. Wingrove
Production Manager.....Jack Dawson
Chief Engineer.....W. H. Allen

CHLO

ST. THOMAS—1948—CBC

Frequency: 680 Kc.....Power: 1000 Watts
Owner.....Station CHLO, Ltd.
Business-Studio Address.....133 Curtis St.
Phone Number 3696
Air Time.....6 a.m.-12 M.
News Service.....CP, PN
Transcription Service .....Lang-Worth
Representative.....Radio Reps., Cooke
President ....Clarence Nichols
Gen., Sta. Mgr.....J. C. Warder
Program Director.....L. C. Evans
Chief Engineer.....William Onn

CHOK

SARNIA—1946—CBC

Frequency: 1070 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Sarnia Bcstg. Co., Ltd.
Address.....148½ Front St. N.
Phone Number.....Digby 1121
Air Time .....Unlimited
Transcription Service .....Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke, Mulvihill
President.....Claude R. Irvine
Station Manager.....Karl E. Monk
Commercial Manager....Arthur H. J. O'Hagan
Publicity Director.....Mrs. Ev. Wallace
Program Director.....Frank P. Stalley
Chief Engineer.....Robert F. Cooke

CJIC

SAULT STE. MARIE—1934—CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....J. G. Hyland
Address.....P. O. Box 370
Phone Number.....Algoma 31121
News Service .....PN
Representative.....J. L. Alexander, McGillvra
Pres., Gen. Mgr.....J. G. Hyland
Commercial Manager.....E. Vance
Program Director.....H. Johnston
Chief Engineer.....D. N. Irwin

CJCS

STRATFORD—1927—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Central Bcstg. Co.
Address.....125 Ontario St.
Phone Number 1675
News Service .....BUP
Transcription Service .....World
Representative.....All Canada, Weed
Membership .....CAB
Sta., Gen. Manager.....Frank M. Squires
Sta., Comm. Mgr.....S. E. Tapley
Sls. Prom. Mgr., Pub. Dir.....John E. Phillips
Program Director.....Alex L. Smith
Chief Engineer.....John Grigg

CHNO

SUDBURY—1947—CBC

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
Business Address.....166 Elm St., W.
Phone Number 6-6416
Air Time.....Full Time
News Service .....PN
Transcription Service .....Associated
Representative.....Renaud, Hunt, Young
President, General Mgr.....F. B. Ricard
Station Commercial Manager.....R. Riel
Program Director.....Wilf Davidson
Chief Engineer.....Wallace Roberts

CKSO

SUDBURY—1935—CBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....CKSO, Radio, Ltd.
Business-Studio Address.....21 Elgin St., N.

Phone Number 77-505
News Service .....PN
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
President.....G. M. Miller, Q.C.
General Manager.....W. J. Woodill
Commercial Manager.....K. Dobson
Program Director.....Basil Scully
Chief Engineer.....J. McRae

CKGB

TIMMINS—1933—CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Bus.-Studio Address.....Thomson Bldg.
Phone Number 1-500
Air Time.....Full Time
News Service .....PN
News. Affil.....Daily Press
Transcription Service .....Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership .....CAB
President.....R. H. Thomson
General Manager.....J. M. Davidson
Station Manager.....H. C. Freeman
Commercial Manager.....Wally Rewegan
Sales Prom. Mgr.....Gerry Hall
Program Director.....Jesse French
Chief Engineer.....Ernie Mott

CBL

TORONTO—1927—CBC

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....Midway 5481
News Service.....BUP, Reuters, PN, CP, AP
Transcription Service .....Lang-Worth
Representative .....CBC
General Manager (CBC)...J. Alphonse Ouimet
Commercial Manager (CBC).....W. E. Powell
Program Director.....H. J. Boyle
Chief Engineer.....J. A. Ouimet

CFRB

TORONTO—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.Rogers Radio Bcstg. Co., Ltd.
Business-Studio Address.....37 Bloor St. W.
Phone Number.....Princess 5711
Air Time.....Full Time
News Service.....BUP, PN
Transcription Service.....Thesaurus, World
Representative .....Young, All-Canada
Pres., Gen. Mgr.....Harry Sedgwick
Station Manager.....Lloyd Moore
Commercial Manager.....Waldo Holden
Program Director.....Wes McKnight
Publicity Director.....Ken Marsden
Chief Engineer.....Clive Eastwood

(See Page 706)

CHUM

TORONTO—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....York Bcstrs., Ltd.
Address.....225 Mutual St.
Phone Number.....EM 4-4271
Air Time .....Sunrise-sunset
News Service.....UP, PN
Transcription Service.....Lang-Worth, Capitol
Representative .....McGillvra, Alexander
President.....John H. Q'Part
Gen., Sta. Mgr.....Robert L. Lee
Commercial Manager.....John Pritchard
Program Director.....Leigh Stubbs
Chief Engineer.....George Jones

CJBC

TORONTO—1936—CBC

Frequency: 860 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....MIdway 5481
Air Time.....17 hrs.
Transcription Service .....Lang-Worth
News Service.....CP, BUP, Reuters, PN
General Manager (CBC)...J. Alphonse Ouimet
Program Director.....H. G. Walker
Commercial Manager (CBC).....W. E. Powell
Chief Engineer (CBC).....G. W. Olive

CKEY

TORONTO—1944

Frequency: 580 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned By.....Toronto Bcstg. Co., Ltd.
Bus.-Studio Address.....444 University Ave.
Phone Number.....WAverly 3881
Air Time.....Full Time
News Service.....CP, BUP
Transcription Service.....World, Lang-Worth, Standard, Associated
Representative.....Natl. Bcst. Sales
President.....Jack K. Cooke
Gen., Sta. Manager.....Hal Cooke
Commercial Manager.....Jack Turrall
Program Director.....Don Insley
Publicity Director.....Marietta Pukara
Chief Engineer.....Allan Taylor

CKFH

TORONTO—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Foster Hewitt Bcstg., Ltd.
Address.....1 Greenville St.
President .....Foster Hewitt
Station Manager.....Howard C. Caine
Prom., Comm. Mgr.....W. L. Smith
Publicity Director.....Frank Somerville
Program Director.....D. Robert Pugh
Chief Engineer.....G. A. Wilson

CBE

WINDSOR—1950—CBC

Frequency: 1550 Kc....Power: 10,000 Watts d.
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....Security Bldg.
Transcription Service .....Lang-Worth
News Service.....CP, BUP, R, PN
General Mgr. (CBC).....J. Alphonse Ouimet
Promotion Manager.....Ron C. Fraser
Commercial Manager (CBC).....W. E. Powell
Chief Engineer (CBC).....G. W. Olive

CKLW

WINDSOR—CBC

(See U. S. Listing, Detroit, Mich.)

CKNX

WINGHAM—1926—CBC

Frequency: 920 Kc.....Power: 1000 Watts
Owned and Operated By.....Radio Station CKNX, Ltd.
Business-Studio Address.....Josephine St.
Phone Number 158
Air Time.....Full Time
News Service .....BUP
Transcription Service..Thesaurus, Lang-Worth
Representative .....Alexander, Young
Membership .....CAB
President, General Mgr.....W. T. Cruickshank
Sta., Comm. Manager.....J. J. Cruikshank
Promotion Manager.....V. Dittmer
Program Director.....J. F. Brent
Publicity Director.....R. Clark
Chief Engineer.....S. C. Reid

CKOX

WOODSTOCK—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Oxford Bcstg. Co., Ltd.
Business Address.....P. O. Box 100
Phone Number 2400
Studio Address.....380 Hunter St.
Air Time .....Unlimited
News Service .....BUP
Transcription Service.....World, Lang-Worth
Representative .....Omer Renaud
Membership .....CAB
President, Gen.-Station Mgr.....Monty J. Werry
Comm.-Sales Prom. Mgr.....G. Lewis
Program Director.....W. Whiting
Chief Engineer.....T. Little

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—1924—CBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....Island Radio Bcstg. Co.
Business-Studio Address.....85 Kent St.
Phone Number 741
Air Time..... 7 a.m.-12:10 a.m.
News Service .....PN
Transcription Service .....Associated
Representative .....All-Canada, Weed
Membership .....CAB
Pres., Managing Dir.....Lt. Col. K. S. Rogers
Station Manager.....R. F. Large
Promotion Manager.....C. E. Cooper

CJRW

SUMMERSIDE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Gulf Bcstg. Co., Ltd.
Business-Studio Address.....218 Water St.
Phone Number 2201-2
Air Time.....6 a.m.-12 M.
News Service .....BUP
Transcription Service .....World
Representative .....Radio Reps.
Membership .....CAB, BBM
President.....J. K. Curran
Program Manager.....R. C. Schurman
Gen., Comm. Mgr.....F. A. Bestall
Chief Engineer.....Fred Welland

QUEBEC

CHAD
AMOS—1942

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Radio Inc.
Business Address .....Rouyn

CBJ
CHICOUTIMI—1933—CBC

Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....121 E. Racine St.
Phone Number 4-4456
News Service.....CP, BUP, R, PN
Representative .....CBC
President.....A. D. Dunton
General Manager.....Donald Manson
Station Manager.....V. Fortin
Comm., Sales Prom. Mgr.....M. Valiquette
Director .....Marcel Ouimet
Publicity Director.....J. Saint-Georges
Chief Engineer.....J. Roberts

CHEF
GRANBY—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Granby Bcstg. Co., Ltd.
Address.....Hains Bldg., 13 Centre
Phone Number 6611
News Service .....UP
Representative.....Radio & TV Sales
Membership .....CAB
President .....R. Chaput
Gen., Sta. Mgr., Ch. Eng.....G. Laliberte
Comm., Prom. Mgr.....F. Normandin
Program Director.....R. M. Dube
Publicity Director.....G. Boutet

CKCH
HULL—1933—CBC

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.Syndicats d'Oeuvres Sociales Ltée.
Business Studio Address...121 Notre-Dame St.
Phone Number.....Pr 7-2771
Air Time .....Unlimited
News Service .....BUP
News. Affil.....Le Droit
Transcription .....SESAC
Representative .....Renaud, McGillvra
President.....L. J. Billy
General Mgr.....A. Gratton
Station Manager.....J. P. Lemire
Sales Promotion Manager.....Henry Allard
Publicity Director.....George Huard
Chief Ann., Pgm. Dir.....Henri Bergeron
Chief Engineer.....J. L. Champagne

CKRS
JONQUIERE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Saguenay, Ltd.
Address.....359 St. Dominique St.
Phone Number 720
News Service .....BUP
Transcription Service .....World
Representative..Trans-Quebec, Hardy, Young
President.....Henry Lepage
Station Manager.....Tom Burham
Program Director.....Paul Bouchard
Chief Engineer.....Paul Fortier

CKLS
LA SARRE—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio La Sarre, Inc.
Representative .....Renaud

CKBL
MATANE—1948

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..La Comp. de Radiodiffusion de Matane Ltee
Address.....144 Ave. St. Jerome
Phone Number 355
Air Time.....Full Time
News Service .....BUP
Transcription Service .....Associated
Representative.....Jos. A. Hardy & Co., Ltd.
Membership .....CAB
Pres., Gen., Sta. Mgr.....Rene Lapointe
Commercial Manager.....Octave Lapointe
Pub. Dir., Prom. Mgr.....Jean Daigle
Pgm., Prod. Dir.....Marcel Houle
Chief Engineer.....Yvan Fortier

CBF
MONTREAL—1936

Frequency: 690 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....Radio Canada Bldg., 1425 Dorchester St., W.
Phone Number.....UN 6-2571
Air Time.....7 a.m.-M.
News Service.....BUP, CP, AFP
Membership .....BBM
President.....A. D. Dunton
Gen. Mgr.....D. Manson
Commercial Manager.....M. Valiquette
Pgm. Dir., Sta. Mgr.....Marcel Ouimet
Publicity Director.....J. Saint-Georges
Chief Engineer.....H. Audet

CBM

MONTREAL—1937—CBC

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....Radio Canada Bldg.
Phone Number.....University 62571
News Service.....CP, BUP, R, PN
Representative ....CBC
Gen. Mgr. (CBC).....J. Alphonse Ouimet
Commercial Manager (CBC).....W. E. Powell
Publicity Director (CBC).....Ron C. Fraser
Chief Engineer (CBC).....G. W. Olive

CFCF

MONTREAL—1919—ABC-CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Marconi Co.
Bus.-Studio Address.4824 Cote des Neiges Rd.
Phone Number EX-1184
Air Time.....6 a.m.-1:30 a.m.
News Service .....BUP
Transcription Service .....Standard
Representative .....Weed, All-Canada
Membership .....CAB, BBM
Bcstg. Manager.....W. Victor George
Station Manager.....J. Allan Hammond
Commercial Manager.....T. J. Quigley
Program Director.....Reo Thompson
Chief Engineer.....Arnie Clapp

CHLP

MONTREAL—1933

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....La Comp. de Publ. "La Patrie" Ltée
Address.....Sun Life Bldg.
Phone Number.....Unniversity 6-6611
Air Time.....17 hrs.
News Service .....BUP
Transcription Service.....Associated
Representative .....Alexander, McGillvra
Pres., Gen. Mgr.....Sen. P. R. DuTremblay
Sales, Sta., Comm. Mgr.....Flavius M. Daniel

CJAD

MONTREAL—1945—CBS

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CJAD, Ltd.
Business-Studio Address....1191 Mountain St.
Phone Number.....University 6-6821
Air Time.....6:05 a.m.-1:05 a.m.
News Service.....PN, BUP, CN
Transcription Service .....Lang-Worth, World, Associated, Thesaurus, Capitol
Representative.....Young, Radio Time Sales
Membership .....CAB
Pres., Gen., Sta. Mgr.....J. Art. Dupont
Comm., Prom. Manager.....R. L. Laurion
Dir. of Actualities.....C. W. McGibbon
Chief Engineer.....Maurice Rousseau

CKAC

MONTREAL—1922—CBS

Frequency: 730 Kc.....Power: 10,000 Watts n. 5000 d.
Owned-Oper. By.....La Cie. De Publication, La Presse, Ltée.
Phone Number.....UNiversity 6-7301
Studio Address.....980 St. Catherine St., W.
Air Time.....19 hrs.
News Service.....BUP, PN, CP, FP
Transcription Service..Associated, Lang-Worth
Representative .....Young, Renaud
Pres., Gen. Mgr...Hon. Sen. P. R. Du Tremblay
Sta. Manager.....Phil Lalonde
Commercial Manager.....Georges Bourassa
Prom. Mgr., Publ. Dir.....Paul Gelinas
Program Director.....Ferdinand Biondi
Chief Engineer.....Leonard Spencer
Program Director.....Marcel Provost
Chief Engineer.....J. C. Charlebois

CHNC

NEW CARLISLE—1933—CBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By...Gaspesia Radio Bcstg. Co.
Business-Studio Address.....New Carlisle
Phone Number 64
Representative .....Hardy, Young
Membership .....BUP, CAB
Representatives .....Hardy, Young
President.....Dr. Charles A. Dumont
General Mgr.....Dr. Charles Houde
Sta., Comm. Manager.....Viateur Bernard
Chief Engineer.....Gordon S. Coleman

CBV

QUEBEC CITY—1939—CBC

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business Studio Address.....Palais Montcalm
Phone Number 5-8155
Air Time.....7:30 a.m.-M.
Actg. Station Manager.....Roger Daveluy
Chief Engineer.....Rene Frenette

CHRC

QUEBEC CITY—1926

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHRC, Limitée
Business-Studio Address.....39 St. Jean
Phone Number 2-8177
Air Time.....6 a.m.-12:30 a.m.
News Service.....AP, UP
Representative .....Young, Hardy
Membership.....CAB, BBM, FCAB
President .....Herve Baribeau
General Manager.....Henri Lepage
Commercial Manager.....Aurele Pelletier
Program Director.....Mr. Magella Alain
Chief Engineer.....Arsene Nadeau

CJNT

QUEBEC CITY—1949—CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Goodwill Bcstrs. of Quebec, Inc.
Address.....30 Garden St.
Phone Number 5-6119
Transcription Service.....SESAC, Lang-Worth
Representative.....Radio Time Sales, Young
President.....J. M. Dussureault
General Manager.....Christina Cadorette

CKCV

QUEBEC CITY—1926—CBC

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....CKCV, Ltd.
Business-Studio Address.....142 St. John St.
Phone Number 2-1585
Air Time.....Full Time
News Service .....PN
Transcription Service .....World
Representative .....Renaud, Weed
Membership .....CAB
President .....Gaston Pratte
Gen., Sta., Comm. Mgr.....Paul Lepage
Sales Promotion Mgr.....Marie-Paul Vachon
Pgm. Prod. Dir., Chf. Ann.....Marcel Leboeuf
Publicity Director.....Normand Maltais
Chief Engineer.....Albert DuBerger

CJBR

RIMOUSKI—1937—CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By....The Central Public Service Corp., Ltd.
Address.....1 St. John St.
Phone Number 2217
News Service .....PN
Transcription Service.....SESAC, Standard
News Service .....PN
Membership .....CAB
Representative .....Stovin, Young
President.....Hon. J. A. Brillant
Station Manager.....André Lecomte
Commercial Manager.....Rosario Levesque
Sales Prom. Mgr., Pub. Dir.....Guy Ross
Program Director.....Francois Raymond
Chief Engineer.....Cecil Daok

CJFP

RIVIERE-DU-LOUP—1947—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Temiscouata Ltee
Address.....322 rue Lafontaine
Phone Number 2727
Transmitter Location.....La Pointe
Air Time.....Full Time
News Service .....BUP
Newspaper Affiliation.....Le St. Laurent
Representative .....Renaud
Pres., Gen. Mgr.....Armand Belle
Sta. Mgr., Pub. Dir.....Henri Bourdeau
Commercial Manager.....Yves Marchand
Sales Prom. Mgr.....Luc Simard
Program Director.....Raoul Savard
Chief Engineer.....Raymond Lavoie

CHRL

ROBERVAL—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Roberval Inc.
Address .....Blackburn Bldg.
Phone 450-1
Air Time.....7:00 a.m.-M.
News Service .....UP
Representative .....Renaud
Membership .....CAB
President .....Georges Gagnon
General Manager.....L. Morin
Chief Engineer.....R. Lacombe

CKRN

ROUYN—1939—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Radio, Inc.
Bus.-Studio Address.....Reilly Block Bldg.
News Service .....BUP
Representative .....CBC, Renaud

CHGB

STE. ANNE DE LA POCATIERE—1938

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Oper. By.....G. Thomas Desjardins
Address .....Main St.
Phone Number 101

CKSM

SHAWINIGAN FALLS—1951—CBC

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Operated By.....Shawinigan Falls Broadcasting Co.
Address.....City Hall Bldg.
Phone Number 4494
Transcription Service .....Thesaurus
News Service .....BUP
Representative .....Renaud
General Manager.....Allen Rogerson
Program Director.....Gaston Tessier
Commercial Manager.....Fernand Cyr
Chief Engineer.....Ernest Brunelle

CHLT

SHERBROOKE—1937—CBC

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By.....CHLT 98
Business-Studio Address.....221 Dufferin St.
Phone Number 3-2525
Air Time.....Full Time
Transcription Service.....Thesaurus, SESAC
News Service .....CP

Representative .....Hardy
Membership .....BBM
President.....Sen. Jacob Nicol
General Manager.....A. Gauthier
Commercial Mgr.....Jean Louis Gauthier
Program Director.....Ren Caron
Chief Engineer.....Romeo Paquette

CKTS
SHERBROOKE—1946—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By .....CKTS
Business-Studio Address.....221 Dufferin St.
Phone Number 3-2525
Transcription Service .....Lang-Worth
Representative .....Young
President.....Hon. C. B. Howard
General Manager.....A. Gauthier
Commercial Manager.....J. L. Gauthier

CJSO
SOREL—1945—FRA

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Richelieu, Ltee
Business Studio Address.....72 Rue Du Roi
Phone Number 3318
Air Time.....6:55 a.m.-11 p.m.
News Service .....UP
Representative.....Radio & TV Sales
Pres., Elec. Engr.....J. Arthur Villeneuve
General Manager.....Henri Olivier
Station Manager.....Maurice Boulianne
Sales Prom. Mgr.....Lorenzo Brouillard
Program Director.....Claude Rochon
Chief Technician.....Joseph Cardin

CHLN
THREE RIVERS—1937

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By....Radio Trois-Rivieres, Inc.
Bus.-Studio Address.....522 Bonaventure St.
Phone Number 4-3556
Air Time.....6:50 a.m.-M.
News Service .....PN
Transcription Service .....SESAC
Representatives .....Hardy, Young
President .....Honoré Dansereau
General Manager.....Léon Trépanier
Commercial Manager.....Maurice Dansereau
Program Director.....André Cartier
Chief Engineer.....Oric Lefebvre

CKVD
VAL D'OR—1939

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....Northern Radio, Inc.
Address.....437 St. James St.

CKVL
VERDUN—1946

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....J. Teitolman
Business Studio Address.....211 Gordon Ave.
Phone Number.....PO 6-2311
Air Time.....24 hrs.
Representative...Cooke, Radio & TV Sales Inc.
Managing Dir.....Jack Tietolman
Pub. Dir., Sta. Manager.....Corey Thomson
Commercial Manager.....Judah Tietolman

SASKATCHEWAN

CFRG
GRAVELBOURG—1952—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Gravelbourg, Ltd.
Phone 152
News Service .....BUP
President.....Dr. R. Morin
Comm., Prom. Mgr.....L. Isabelle
Chief Engineer.....O. E. Drouin

CHAB
MOOSE JAW—1926—CBC

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHAB, Ltd.
Bus.-Studio Address.....127 Main N.
Phone Number 6464
Air Time.....6:30 a.m.-12 M.
News Service .....BUP
Representative .....Stovin, Weed
Membership .....CAB
President.....W. L. Davis
Gen., Sta. Manager.....J. S. Boyling
Commercial Manager.....N. Skingle
Promotion Mgr.....Jim Purvis
Program Director.....George Price
Chief Engineer.....M. Pickford

CJNB
NORTH BATTLEFORD—1946

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.Northwestern Bcstg. Co., Ltd.
Business Address.....Box 484
Phone Number 2477-8
Air Time.....6:30 a.m.-12 M.
News Service .....BUP
Transcription Service .....Associated
Representative .....Stovin
Membership.....CAB, WAB, BBM
General, Station Manager.Hume A. Lethbridge
Commercial Manager.....Allen H. Klassen
Program Director.....Thomas O. Nelson
Chief Engineer.....A. Clint Nichol

CKBI

PRINCE ALBERT—1927—CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....Central Bcstg. Co., Ltd.
Bus.-Studio Address.....Sanderson Bldg.
Phone Number 2621
Air Time.....19 hrs.
News Service .....PN
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
Membership .....CAB
General Manager.....E. A. Rawlinson
Commercial Manager.....Gerald Prest
Sales Prom. Mgr.....J. J. Cennon
Chief Engineer.....Tom Van Nes

CKCK

REGINA—1922—CBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Leader-Post, Ltd.
Bus.-Studio Address.....1853 Hamilton St.
Phone Number 8525
Air Time.....Full Time
News Service.....BUP, PN
Newspaper Affiliation .....“Leader-Post”
Membership.....CAB, WAB, BBM, SAB
Representative .....All-Canada, Weed
President.....Victor M. Sifton
General Manager.....Harold A. Crittenden
Commercial Manager.....Roy Malone
Sls. Prom. Mgr.....Allan Edwardson
Chief Engineer.....E. A. Strong

CKRM

REGINA—1926—CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By....Western Communications
Bus.-Studio Address.....1819 Cornwall St.
Phone Number 7631
Air Time .....Unlimited
News Service.....CP, BUP
Representative.....Radio Reps., Young
Membership .....CAB, BBM
President.....Dr. E. A. McCusker
Station Manager.....D. J. Oaks
Commercial Manager.....H. C. Dane
Sales Prom. Mgr.....Rita Spicer
Program Director.....B. R. Hill
Chief Engineer.....William MacDonald

CFNS

SASKATOON—1952—CBC

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio-Prairies-Nord, Ltd.
Address .....1902 Broadway
Phone 93-766
President .....Maurice DeMay
General Manager.....Dumont Lepage
Program Director.....F. Ippersiel
Chief Engineer.....E. O. Drouin

CFQC

SASKATOON—1923—CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By....A. A. Murphy & Sons, Ltd.
Bus.-Studio Address.....216 1st Ave., N.
Phone Number 7917
Air Time.....Full Time
Representative....Radio Reps., Young, Oakes
News Service.....PN, BUP
Membership .....CAB
President.....A. A. Murphy
General Manager.....Vernon Dallin
Commercial Manager.....Blair Nelson
Sls. Prom. Mgr.....M. de Manbey
Program Director.....Harry Dekker
Chief Engineer.....Lyn Hoskins

CKOM

SASKATOON—1951

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.... Radio Station CKOM
Address .....Empire Hotel
Phone 2-1271
News Service .....BUP
Pres., Gen. Mgr.....R. A. Hosie
Commercial Manager.....M. D. Dyck
Program Director.....G. E. Walburn
Chief Engineer.....William Forst

CBK

WATROUS—1939—CBC

Frequency: 540 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.Box 3004, Winnipeg, Man.
Phone Numbers 922, 191
News Service.....PN, BUP
President.....A. D. Dunton
General Manager (CBC).....D. Manson
Station Manager.....J. N. Mogridge
Commercial Manager (CBC.....W. E. Powell
Program Director.....Norman Lucas
Publicity Director.....C. E. L'Ami
Chief Engineer.....R. D. Cahoon

CJGX

YORKTON—1927—CBC

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yorkton Bcstg. Co., Ltd.
Bus.-Studio Address.....Smith-McKay Bldg.
Phone Number 2258-9
Air Time.....6:30 a.m.-11:30 p.m.
News Service.....CP, PN
Transcription Service .....Lang-Worth
Representative .....Stovin, Young
Membership .....CAB
President .....Dawson Richardson
Gen., Sta. Mgr.....J. M. Shortreed
Comm., Sales Prom. Mgr.....J. C. Goodman
Program Director.....M. G. Phillips
Chief Engineer.....Dave Glass

MEXICO

3RD LARGEST MARKET FOR U.S. GOODS

RADIO PROGRAMAS DE MEXICO

KNOWLEDGE

of the people and their buying habits.

EXPERIENCE

with campaigns of U.S.'s most successful sponsors.

FACILITIES

to reach all Mexico's 26 million consumers and more ... economically.

MEXICO is a *mighty* good neighbor in dollar-volume purchases of U. S. goods: 5 times more in 1946 than in 1940, totalling nearly a half billion dollars. And today (1951) another 25% boost to $711 million. Mexico, 3rd largest market in U. S. world trade, is a new world of trade for advertisers like Bayer, Canada Dry, Colgate, Parker, Sidney Ross, GE, Coca-Cola and scores more. They sell Mexico's 26 million consumers through Latin America's most important network—the 94 stations of Radio Programas de Mexico.

Here is a market equal in population to Ohio and New York combined. But, unlike the U. S., where channels of distribution are filling, Mexican demand is never-ending. *Competition is almost unknown.* Investigate your opportunity for mass distribution in this virtually untapped mass market. *YOUR new sales frontier is South* . . . through 94 stations of RPM.

RPM RADIO PROGRAMAS DE MEXICO

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

The New Sales Frontier is South

EMILIO AZCARRAGA
Chairman of the Board

CLEMENTE SERNA MARTINEZ
President and General Manager

109 BUCARELI STREET P.O. Box 1324 MEXICO, D.F. MEXICO

INTERNATIONAL

International Broadcast Stations in the United States and Canada

☆

AM Stations of Mexico

☆

AM Stations of Cuba

☆

AM Stations of Haiti

☆

AM Stations of Dominican Republic

☆

Radio Programas de Mexico, S. A.

☆

Radio Cadena Nacional, S. A.

INTERNATIONAL STATIONS
IN THE UNITED STATES AND CANADA

Licensee and Location	*Call Letters*	*Power*
The Associated Broadcasters, Inc., San Francisco, Calif.	KWID-1	100 kw.
	-2	50 kw.
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.	WABC-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	10 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.	WABC-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Corporation, Mason, Ohio	WLWO-1	75 kw.
	-2	50 kw.
The Crosley Corporation, Bethany, Ohio	WLWO-3	200 kw.
	-4	200 kw.
	-5	200 kw.
	-6	200 kw.
	-7	200 kw.
	-8	200 kw.
General Electric Company, Schenectady, N. Y.	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
General Electric Company, Belmont, Calif.	KEGI-1	50 kw.
	-2	100 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.	WRCA-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.	KRCA-1	50 kw.
	-2	50 kw.
	-3	200 kw.
	-4	100 kw.
	-5	100 kw.
Westinghouse Radio Stations, Inc., Hull, Mass.	WBOS-1	50 kw.
World Wide Broadcasting Corp., Scituate, Mass.	WRUL-1	50 kw
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
	-5	7 kw.

CANADIAN INTERNATIONAL STATIONS

Licensee and Location	*Call Letters*	*Power in Watts*
Canadian Marconi Co., Montreal, Que.	CFCX	75
Rogers Radio Broadcasting Co. Ltd., Toronto	CFRX	1,000
Voice of the Prairies Ltd., Calgary, Alta.	CFVP	100
Maritime Broadcasting Co. Ltd., Halifax, N. S.	CHNX	500
Eastern Broadcasters Ltd., Sydney, N. S.	CJCX	1,000
Transcanada Communications Ltd., Winnipeg, Man.	CKRO	2,000
Transcanada Communications Ltd., Winnipeg, Man.	CKRX	2,000
Western Broadcasting Co. Ltd., Vancouver, B. C.	CKFX	10
Edmonton Journal Ltd., Edmonton, Alta.	VE9AI	200

a window into every mexican home

hrough

37 Broadcasting Stations

ffiliated to Mexico's outstanding network . . .

RCN

RADIO CADENA NACIONAL, S. A.

Vallarta 1—Sixth Floor—Mexico City.

Rates and information gladly furnished.

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Acambaro, Gto.	XEGW	1270	
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEDO	1600	Heriberto Guizar
Acapulco, Gro.	XEKJ	1400	Ramon Ortego Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEIY	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidrotermopolitana
Aguascalientes, Ags.	XEYZ	1450	Luis Chavez Calvillo
Apatzinham, Mich.	XECJ	1340	
Apatzingan, Mich.	XEGV	1240	
Campeche, Camp.	XEA	1370	Casanoba Brito
Cananea, Son.	XEFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Heraldo del Bajio
Celaya, Gto.	XEY	1360	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	1430	Pregon, Del Est. de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomisora, S.A.
Ciudad Camargo, Chic.	XEHA	570	Hugo Pinera Limas
Ciudad Camargo, Chih.	XEOH	1270	
Ciud Ad Ciauhtemoc, Chih.	XEQZ	1560	
Ciudad Delicia, Chih.	XEAY	660	
Ciudad Delicias, Chih.	XEBN	1240	
Ciudad Delicias	XEJK	1340	Amador Ronquillo
Ciudad Guzman	XEBG	1430	Roberto Chavez Gonzalez
Ciudad Jimenez, Chih.	XEJZ	1320	
Ciudad Juarez, Chih.	XEFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chih.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chih.	XEJ	970	Pedro Meneses, Jr,
Ciudad Juarez, Chih.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chih.	XESF	1300	Jose Martinez Ramirez
Ciudad Juarez, Chih.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chih.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Lerdo, Dur.	XEGZ	670	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam.	XEHI	1470	
Ciudad Obregon, Son.	XEAP	1290	Emillo Manzanilla
Ciudad Obregon, Son.	XEHZ	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Obregon, Son.	XESL	1340	Guadalupe Delgado Ramirez
Ciudad Valles, Tam.	XETR	1120	Tomas Oliva Banuelos
Ciudad Victoria, Tam.	XECP	1450	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1280	J. Roberto Levy
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga
Cordoba, Ver.	XEDZ	570	
Cordoba, Ver.	XEJZ	820	J. Jac. Vda. de Zuniga
Cosamaloapan, Ver.	XEFU	630	
Cuassave, Sin.	XEGS	1490	Radio Cussave S.A.
Cuautla, Mor.	XEWF	1400	Fernando Diaz Enriquez

Location	Call Letters	Frequency	Owner
Cuernava CA, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Cuernavaca, Mor.	XEJC	1420	Miguel Angel T. Benitez
Culiacan, Sin.	XEBL	1260	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A.
Culiacan, Sin.	XEGF	1450	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo.	XECK	1340	
Durango, Dgo.	XEDU	1400	Carlos C. Armas
Durango, Dgo.	XEE	1280	Jose Valenzuela
Durango, Dur.	XEDU	860	Carlos C. Armas
El Sauzal, B.C.	XEDX	1010	
Ensendada, B.C.	XEFY	1450	
Ensenada, B.C.	XEPF	1400	Luis Enrique Encisco
Empalme, Son.	XEBQ	1240	Roberto Gonzalex Mata.
Frenillo, Zac.	XEMA	1340	Jose Miguel Acevedo Moya
Gomez, Palacio, Dgo.	XERS	1400	
Gomez, Palacio, Dur.	XEPA	790	
Guad Alajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzales
Guadalajara, Jal.	XEDG	1370	
Guadalajara, Jal.	XEDK	1250	Manuel Lopez Diaz
Guadalajara, Jal.	XEGJ	1280	Quirino Fran Cisco Gonzalez
Guadalajara, Jal.	XEHK	960	Franciso E. Fregoso
Guadalajara, Jal.	XEHL	1010	Radiodif de Occidente, S.A.
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusora de Occidente, S.A.
Guadalajara, Jal.	XELT	970	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Gilindo de la Torre
Guadalajara, Jal.	XELT	920	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XERP	1190	
Guanajuato, Gto.	XEWZ	610	Gonzales Sanchez Gomez
Guasave, Sin.	XECV	1490	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortga
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEOP	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chih.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chih.	XEGD	1520	
Hidalgo, del Parral, Chih.	XEJR	1490	
Hidalgo del Parral, Chih.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Huauchinango, Puebla	XEGU	1490	
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez
Irapuato, Gto.	XEHE	970	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	610	
Jalapa, Ver.	XEJA	1400	Adolfo Alvarez
Jalapa, Ver.	XEJW	1270	Mariano Caraza
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEZL	550	Carlos Ferraez Matos.
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
La Paz, B.C.	XEAL	1310	
La Paz, B.C.	XENT	790	

Location	Call Letters	Frequency	Owner
La Paz, B.C.	XEPX	550	
La Piedad, Mich.	XELC	1600	Castro
Leon, Gto.	XEFM	1270	
Leon, Gto.	XELG	680	Radio Impuls. del Centro S.A.
Leon, Gto.	XERW	1390	Augustin Obregon Padilla
Leon, Gto.	XERZ	1240	Carlos Obregon Padilla
Linares, N.L.	XER	1260	Radio Linares, S.A.
Los Mochis, Sin.	XECF	1410	Francisco Perez H.
Los Mochis, Sin.	XECU	1470	Luis Perez Gomez
Magdalena, Son.	XEDJ	1450	Jesus L. Rochin
Magdalena, Son.	XESY	1320	
Manzanillo, Col.	XECS	1400	
Matamoros, Tam.	XEAM	1450	Manuel L. Salinas
Matamoros, Tam.	XEMS	1420	
Matamoros, Tam.	XEMT	1340	Severo Garza Saenz
Matamoros, Tam.	XEO	970	Can. Maria Gonzalez
Matehuala, S.L.P.	XEFF	1490	
Mazatlan, Sin.	XEDS	1420	Alexjandro A. Schober
Mazatlan, Sin.	XERJ	1320	Oscar Perez E.
Mazatlan, Sin.	XETK	1390	Radio Emisors de Occidente
Merida, Yuc.	XEDY	1450	
Merida, Yuc.	XEFC	1330	Rafael Rivas Franco
Merida, Yuc.	XEME	1270	
Merida, Yuc.	XEMH	1400	Man, Aranjo Echeverria
Merida, Yuc.	XEMH	1490	Alvaro Barquet Y
Merida, Yuc.	XEMQ	1240	Lazaro Achurra Suarez
Merida, Yuc.	XEQW	550	
Merida, Yuc.	XEZ	600	Jorge L. Palomeque
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.C.	XEAA	1340	Consuelo Tonnela King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEBF	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEAI	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XEBZ	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEFR	1180	
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Monterrey, N.L.	XEJO	1150	
Mexico, D.F.	XEK	970	Arturo Martinez
Mexico, D.F.	XEL	1260	Herdez S.A.
Mexico, D.F.	XELA	830	Radio Metropolitan S.A.
Mexico, D.F.	XELZ	1440	Maria Cardena de Zetina
Mexico, D.F.	XEMC	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F.	XEML	1550	Roberto Valeggi Exparza
Mexico, D.F.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde
Mexico, D.F.	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F.	XEOF	560	
Mexico, D.F.	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F.	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F.	XEQK	1350	Guillermo Morales B.
Mexico, D.F.	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F.	XESM	1470	Salvador San Mertin
Mexico, D.F.	XEQ	940	Radio Panamericana, S.A.
Mexico, D.F.	XEQB	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico

Location	Call Letters	Frequency	Owner
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XESM	1490	Salvador San Martin
Mexico, D.F.	XEUN	860	Universidad National de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Mexico, D.F.	XEX	730	Radio de Mexico, S.A. de C.V.
Minatitlan, Ver.	XEDW	1260	Oucrs de Hector Silva Canto
Monclova, Coah.	XEKN	1390	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monclova, Coah.	XEMW	910	
Monterrey, N.L.	XEAR	1480	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	
Monterrey, N.L.	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L.	XEFZ	1140	
Monterrey, N.L.	XEG	1050	La Voz de Norte-America, S.A.
Monterrey, N.L.	XEGQ	1590	
Monterrey, N.L.	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L.	XEHC	570	
Monterrey, N.L.	XEJM	1450	
Monterrey, N.L.	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L.	XENL	1190	
Monterrey, N.L.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Morelia, Dgo.	XECR	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
Morelia, Mich.	XEGP	1580	
Morelia, Mich.	XEI	1400	Tiburcio Ponce
N. Casas Grandes, Chih.	XETX	1400	Laureano Molinar Contreras
Naco, Son.	XETM	1350	Jesus Manuel Franco
Navajoa, Son.	XEAJ	1400	
Navajoa, Son.	XEGL	1270	Fausto M. Gomez
Navajoa, Son.	XEHG	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascareneas
Nogales, Son.	XENS	1590	
Nuevo Casas Grandes, Chih.	XETX	1010	Laureano Molinar Contreras
Nueva Laredo, N.L.	XEXO	1550	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo Laredo, Tam.	XEDF	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1140	Julio Santo Coy
Nuevo Rosita, Coah.	XEJF	1400	
Nueva Rosita, Coah.	XELF	1380	
Nueva Rosita, Coah.	XERN	1430	
Oaxaca, Oax.	XEAX	1270	Delia Rodriguez de Marquez
Oaxaca, Oax.	XECA	1240	
Ocotlan, Jal.	XEAN	800	Radio Ocotlan S. de R.L.
Ojinaga, Chih.	XECM	1450	
Orizaba, Ver.	XEPP	1450	Radio Impulsora de Orizaba
Orizaba, Ver.	XETQ	1370	Secrs de Francisco Campos H.
Pachuca, Hgo.	XEPK	760	Radio Publ. de Pachuca, S.A.
Pac Huca, Hgo.	XEPK	1180	Radio Publ. de Pachuca
Papantla, Ver.	XEGK	920	
Piedras Negras, Coah.	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah.	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver.	XECX	1240	
Poza Rica, Ver.	XEFO	1480	
Progresso, Yuc.	XEGO	620	
Puebla, Pue.	XECD	1170	Roberto Canedo

Location	Call Letters	Frequency	Owner
Pueblo, Pue.	XEHR	1090	Manuel R. Canale
Queretaro, Qro.	XEJX	1450	Radio Emisora Queretaro
Queretaro, Qro.	XEJX	1520	Radio Emisora Queretana
Queretaro, Qro.	XENA	1450	Ramon Rodriquez Familiar
Queretaro, Qro.	XENA	1520	Ramon Rodriquez Familiar
Quertaro, Que.	XEDI	1570	
Reynosa, Tam.	XEFP	1240	
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Reynosa, Tam.	XERT	590	Ignacio Magallon
Rio Bravo, Tam.	XEFD	1170	
Rio Bravo, Tam.	XEFL	1110	
Rosarioto, B.C.	XERB	1090	Interamericana de Radio, S.A.
Sabinas, Coah.	XEBX	610	Radiodif. Coahuila, S.A.
Sabinas, Coah.	XESH	1460	
Saguayo, Mich.	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto.	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax.	XEEA	1330	
Saltillo, Coah.	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah.	XESJ	1250	Froylan Mier Narro
Saltillo, Coah.	XEST	790	
Saltillo, Coah.	XEXU	1490	
Sanandres Tuxtla, Ver.	XEDQ	1400	
San Andres Tuxtla, Ver.	XEGA	1300	
San Giguel Allende, Gto.	XESQ	1280	
San Luis Potosi, S.L.P.	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P.	XECZ		Radiodif, Mexicano
San Luis Potosi, S.L.P.	XEPO	1260	Alejandro Espinosa Pitman
San Luis Potosi	XEPO	1400	Alejandro Espinosa Pitman
San Luis Potosi	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P.	XEXQ	1460	
San Luis Rio Colorado, Son.	XECB	1450	Carlos Eland
San Pedro Tia Quepaque, Jal.	XESP	1400	Herminio Ma Cias Alonso
Santa Ana, Son.	XEAB	1400	Alfredo Marin Castro
Santa Barbara, Chih.	XEHB	770	
Santa Barbara, Chih.	XESB	1400	Domingo Salayandia Najera
Santa Rosalia, B.C.	XEAH	560	
Santa Rosalia, B.C.	XESR	1320	
Satillo, Coah.	XEKS	1330	Elfrain Lopez
Tala, Jal.	XEAF	550	
Tampico, Tam.	XECA	1240	
Tampico, Tam.	XEFW	810	Flores y Martinez
Tampico, Tam.	XERZ	1240	Radio Televisora de Tampico
Tampico, Tam.	XES	1460	Difusora Portena S. de R.L.
Tampico, Tam.	XETO	1370	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam.	XETU	1460	Impuls. Moderna del Radio
Tapachula, Chis.	XETS	630	Napolean Correa
Tecate, B.C.	XEAK	560	
Tecate, B.C.	XEKT	1590	
Tecuala, Nay.	XEFG	1450	
Tehuacan, Pue.	XEDB	1520	
Tehuacan, Pue.	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tepic, Nay.	XERK	1380	Dario Mondragon
Tepic, Nay.	XERK	1450	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Textla, Gutierrez, Chia.	XEON	710	Enrique Valero Arambula
Teziutlan, Pue.	XEFJ	680	
Tijuana, B.C.	XEAC	690	Jorge I. Rivera

Location	Call Letters	Frequency	Owner
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C.	XEBE	800	
Tijuana, B.C.	XEBG	1550	Octavio B. Lelevier
Tijuana, B.C.	XEC	1310	Luis Enrique Encisco
Tijuana, B.C.	XEGM	950	Gustavo Faist Fernandez
Tijuana, B.C.	XEMO	860	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Fern. Fed. Ferrei
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Torreon, Coah.	XEBP	1310	La Voz de la Laguna S.A.
Torreon, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreon, Coah.	XETB	1350	Radio Laguna, S.A.
Torreon, Leon	XEOB	1490	
Torreon, Coah.	XETC	1240	
Tuxpan, Nay.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtla Gutierrez	XEON	1360	Enrique Balero Arambula
Urupan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	550	Ignacio Navarro
Uruapan, Mich.	XEUF	610	Ignacio Navarro
Valle Hermosa, Tam.	XEVH	1310	
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila, S.A.
Villahermosa, Tab.	XEVV	970	
Zacapu, Mich.	XEXU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1450	Manuel Llamas Felix
Zamora, Mich.	XEGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Viz del Comecio de Zamora
Zapopan, Jal.	XECO	760	
Zapapan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	760	Gabriel Saenz Gutierrez

STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
Artemisa	CMAD	1240	Manuel Domingues Motolongo
Artemisa	CMAR	1170	Manuel Diaz Autran
Bayamo	CMKX		Aistides Gervet Villafane
Cabaiguan	CMHP	1250	Borgos Enriquez
Camaguey	CMJE	680	Satellite CMBC Havana
Camaguey	CMJF	1340	Radio Camaguey
Camaguey	CMJC	1270	Cadena Camagueyana de Radio
Camaguey	CMJW	1440	Andres Moran Cisneros
Camaguey	CMJA		Rafael Valdes Jiminez

Location	Call Letters	Frequency	Owner
Camaguey	CMJR		Org. Insular de Radio S.A.
Camajuani	CMHF	1020	Jose Fernandez Aleman
Camaguey	CMJG	1000	Cadena Oriental de Radio S.A.
Camaguey	CMJN		RHC Cadena Azul S.A.
Camaguey	CMJB	880	Union Radio S.A.
Camaguey	CMJB	850	Union Radio S.A.
Camaguey	CMJK	1160	Jones, Castrillon y Cia
Cardenas	CMGE	1470	Genaro Sabater Fox
Ciego de Avila	CMJH	1370	Luis Maraui Mendoza
Ciego de Avila	CMJD	1190	Union Radio S.A.
Ciego de Avila	CMJY	800	Simeon Ferro Martinez
Ciego de Avila	CMJY	760	Cadena Oriental de Radio S.A.
Ciego de Avila	CMJP	580	
Ciego de Avila	CMJM	1080	RHC Cadena Azul S.A.
Cienfuegos	CMHU	720	Modesto Vasquez Gonzales
Cienfuegos	CMHU	1130	Modesto Vasquez Gonzales
Cienfuegos	CMHJ	1350	Union Radio S.A.
Cienfuegos	CMHX	1480	Eugenio Perez Mena
Ciego de Avila	CMJS	1580	
Ciego de Avila	CMJO		Bonifacio Idelfonso Morales
Colon	CMGM	1440	
Cruces	CMHK	1220	Virgilio Villanueva Bravo
Cruces	CMHK	1210	Virgilio Villanueva Bravo
Encrucijada	CMHE		Virgilio R. Diaz Quintanilla
Florida	CMJI		Dr. Osvaldo Moran Artega
Guantanamo	CMKA		Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1140	Cadena Oriental de Radio S.A.
Guantanamo	CMKH		Luis Coronado Estrada
Guantanamo	CMKI	1110	Union Radio S.A.
Guantanamo	CMKS	1070	Union Radio S.A.
Guantanamo	CMKS	900	Candidi S. von Suarez
Guanabacoa	CMBC	690	Radiodif Progesso S.A.
Havana	CMOA	1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1490	Cia. Electronica S.A.
Havana	CMCM	1460	Cia. Transradio Columbia S.A.
Havana	CMCQ	1420	Andres Martinez
Havana	CMBX	1390	Alberto Alvarez Ferrera
Havana	CMBG	1360	Dr. Antonio Fuentes Rodriguez
Havana	CMCB	1330	Radio Reloj S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
Havana	CMK		Faust Montiel
Havana	CMCA	1150	Radio Publicidad Tropico S.A.
Havana	CMBY	1120	Pages y Cia.
Havana	CMBS	1090	Enrique Artalejo Fernandez
Havana	CMCI	1260	Cadena Oriental de Radio S.A.
Havana	CMCX	1060	Circuito Occidental de Radio S.A.
Havana	CMBQ	1010	Radio Continental CMBQ S.A.
Havana	CMCK	980	Cia. Radiodif. COCO y CMCK S.A.
Havana	CMGN	960	RHC Cadena Azul S.A.
Havana	CMBF	950	Radio Universal S.A.
Havana	CMJL		Circuito CMQ S.A.
Havana	CMAQ	920	Circuito CMQ S.A.
Havana	CMCF	910	J. Ulloa y Cia.
Havana	CMHD	890	Union Radio S.A.
Havana	CMBL	860	Radio Cadena Suaritos
Havana	CMAN	840	RHC Cadena Azul S.A.
Havana	CMBZ	830	Manuel y Guillermo Salas
Havana	CMCH	790	Radio Cadena Habana S.A.
Havana	CMHB	780	Union Radio S.A.
Havana	CMCD	760	La Voz del Aire

Location	Call Letters	Frequency	Owner
Havana	CMKJ	740	Circuito CMQ S.A.
Havana	CMCD	740	La Voz del Aire
Havana	CMCA	730	Radio Publicidad Tropico S.A.
Havana	CMW	550	A. Gil y M. Troncoso
Havana	CMCY	590	RHC Cadena Azul S.A.
Havana	CMQ	630	Cirquito CMQ S.A.
Havana	CMCW	1290	Gilb. y Mario Lavin Dominguez
Havana	CMCU	660	Radio Garcia Serra S.A.
Holguin	CMKT	1520	Alfr. O. Sanchez Moregon
Holguin	CMKT		
Holguin	CMDC		Cadena Oriental de Radio S.A.
Holguin	CMKO	1220	Manuel Angulo Ferran
Holguin	CMKF	1050	Manuel J. de Gongova
Holguin	CMKD	970	Cadena Oriental de Radio
Holguin	CMKJ	730	Circuito CMQ S.A.
Holguin	CMKP	670	Satellite CMBC Havana
Holguin	CMKV	600	RHC Cadena Azul S.A.
Holguin	CMKM	560	Union Radio S.A.
Mantanzas	CMGF	930	Manuel Domingues Motolongo
Manzanillo	CMDF	1590	Juan Fernandez Duran
Marianao	CMBD	1520	Luis Perez Garcia
Matanzas	CMGW	1100	Ramon A. de Zayas Lopez
Matanzas	CMGF		RHC Cadena Azul S.A.
Matanzas	CMGW	1420	Ramon A. de Zayas Lopez
Matanzas	CMGU		Cadena Oriental de Radio S.A.
Matanzas	CMGL	1400	Cadena Oriental de Radio S.A.
Moron	CMJX		Dr. Pable Castellanos Caballero
Nuevitas	CMJQ	1300	Juan Filiguieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAB	1070	Simeon Ferro Martinez
Pinar del Rio	CMAN	1300	RHC Cadena Azul S.A.
Pinar del Rio	CMAL		Radioccidenta S.A.
Pinar del Rio	CMAW	990	Pedro Redondo Fernandez
Pinar del Rio	CMAW	800	Pedro Redondo Fernandez
Pinar del Rio	CMAB	760	Simeon Ferro Martinez
Puerto Padre	CMKY		Pedro Zacca Cheda
Puerto Padre	CMKY	1340	Union Radio S.A.
Sagua La Grande	CMHR	1560	
Sancti Spiritus	CMHT	990	Juan B. Santana Padron
Sancti Spiritus	CMHB	1050	Union Radio S.A.
San Luis	CMKQ		
San Luis	CMKQ		Raul de Arms Trompeta
Santiago de Cuba	CMDB	680	Synchronized with CMBC Camaguey
Santiago de Cuba	CMKC	770	Radio Orientale S.A.
Santiago de Cuba	CMKL	800	Cadena Oriental de Radio S.A.
Santiago de Cuba	CMKU	850	Circuito CMQ S.A.
Santiago de Cuba	CMKU	900	Circuito CMQ S.A.
Santiago de Cuba	CMKN	930	RHC Cadena Azul S.A.
Santiago de Cuba	CMKW		Reloj Del Aire S.A.
Santiago de Cuba	CMKR		Jaime Nadal
Santiago de Cuba	CMKB		Union Radio S.A.
Santiago de Cuba	CMKC	1290	Radio Oriente S.A.
Sagua la Grande	CMHA	1280	Justiniano Valdes Aguado
Santiago de Cuba	CMDA	1320	
Santa Clara	CMHO	1310	Org. Insular de Radio
Santiago de Cuba	CMDC	1360	Cadena Oriental de Radio S.A.
Santa Clara	CMHI	570	RHC Cadena Azul S.A.
Santa Clara	CMHQ	640	Cirquito CMQ S.A.
Santa Clara	CMHG	680	Synchronized with Camaguey
Santa Clara	CMHD	780	Union Radio S.A.
Santa Clara	CMHW	810	RHC Cadena Azul S.A.

Location	Call Letters	Frequency	Owner
Santa Clara	CMHM	970	Cadena Oriental de Radio S.A.
Santa Clara	CMHF	1040	Jose Fernandez Aleman
San Cristobal	CMAC	1030	Guillermo Garcia Ovies
Santa Clara	CMHM	1130	Cadena Oriental de Radio S.A.
Santa Clara	CMHC	1410	
Santa Clara	CMHC	1480	
Santa Clara	CMHC	1480	
Sancti Spiritus	CMHL	1450	
Victoria de las Tunas	CMKG		Ramon Espinosa Perez
Victoria de las Tunas	CMKE		Humberto Anteres Pena

STATIONS OF HAITI

Location	Call Letters	Frequency	Owner
Port-au-Prince	4VW	1300	Ricardo Widmaier
Port-au-Prince	4VGM	1470	Frank C. Magloire

STATIONS OF DOMINICAN REPUBLIC

Location	Call Letters	Frequency	Owner
Bani	H13V	1310	Manuel Bello Hijo
Ciudad Trujillo	H1T	1400	Francisco A. Sanabia
Ciudad Trujillo	H1Z	1350	Frank Hatton
Cuidad Trujillo	H12H	1490	Raf. E. Tavarez L.
Cuidad Trujillo	H1N	1220	Partido Dominicano
Ciudad Trujillo	H1G	950	Andres Cordero Puello
Ciudad Trujillo	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo	H13T	620	J. Arismendi Trujillo
Puerto Plata	H19U	1240	Luis A. Pelegrin
San Cristobal	H12R		Luis Alberti
San Francisco de Macoris	H14F	1440	
San Francisco de Macoris	H14C	1250	Manuel R. Peralta
San Pedro de Macoris	H13J	1360	
Santiago	H14B	1330	Abraham Vanderhorst
Santiago	H13A	1400	Expedi Pou
Santiago	H16T	1380	
Santiago	H18B	610	
Santiago	H19Z	820	Luis F. Moscoso C.
Santiago	H11L	1230	Joacquin C. Pellicer

Radio Programas de Mexico, S. A.

Head & General Offices: Bucareli 109
Phones:
Head Office: 35-13-73—12-72-34
General Offices: 36-29-01—12-65-44—13-91-14
P. O. Box 1324
Mexico City, Mexico

—*PERSONNEL*—

President & General Manager.....Clemente Serna Martínez
Assistant Manager—Commercial.....Antonio Eufracio Ontiveros
President & General Manager.....Rafael Cutberto Navarro
Sub-Manager.....José Horacio Septién
Assistant Manager—Accounting.....Raquel Burgos Romero
Assistant to President.....María Vázquez
Sales Manager.....Héctor Ventura de Castro
Head of Control.....Valente Garza Garcia
Advertising Department.....Jorge Suarez Lozano

Radio Cadena Nacional, S. A.

Head Office: Vallarta #1
General Offices: Vallarta #1
Phones:
Head Office: 21-01-78—36-84-68
General Offices: 10-39-09—21-38-62
P. O. Box 7892
Mexico City, Mexico

—*PERSONNEL*—

President and General Manager.....Rafael Cutberto Navarro
Manager.....Miguel A. Tinoco
Assistant Manager.....Jesús Amor D.
Assistant Manager.....José Horacio Septién
Sales Manager.....Héctor Ventura de Castro
Head of Control.....Valente Garza García
Advertising Department.....Jorge Suárez Lozano
Bookkeeping Department.....Raquel Burgos Romero

THANKS

to

GENERAL MILLS, INC.
KNOX-REEVES, INC.
DANCER-FITZGERALD-SAMPLE, INC.
COLUMBIA BROADCASTING SYSTEM
and
ALL OUR OWN WONDERFUL PEOPLE
FOR HELPING TO MAKE
"BRIDE AND GROOM"
DAYTIME TELEVISION'S
TOP RATED SHOW*

THE THREE JOHNS

MASTERSON, REDDY AND NELSON
745 FIFTH AVENUE
NEW YORK CITY

* TRENDEX REPORTS
FOR AUGUST AND
SEPTEMBER, 1952

PRODUCTION

Radio and Television

Program Producers

•

Recording Companies

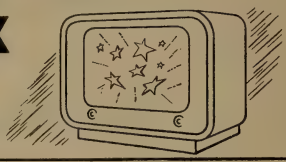
6 GREAT PSI-TV PROGRAMS AVAILABLE NOW!

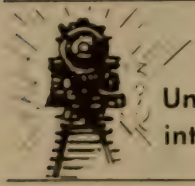
CHINA SMITH starring DAN DURYEA

Half-hour action thrillers, each a complete story!

PLAY OF THE WEEK

Half-hour programs starring the greatest names of Hollywood!





ORIENT EXPRESS

Unusual half-hours of romances, adventures, mysteries, intrigues, filmed on actual location in European capitals!

GAYELORD HAUSER SHOW

Fifteen-minute visits with the world's greatest authority on health and happiness!

AMERICAN SPORTS

Richard Arlen presents fifteen minutes of your favorite sports!

FOODINI THE GREAT

Happy half-hour puppet shows for old and young alike!

FOR DETAILS

PSI-TV INC.

EXECUTIVE OFFICES
221 West 57 Street,
New York 19, N. Y.

HOLLYWOOD: CHICAGO: BOSTON: LONDON

RADIO-TELEVISION PROGRAM PRODUCERS

ADVANCE TELEVISION PICTURE SERVICE, INC.

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6873
President.....Charles A. Alicoate
Secy. & Treas.....F. E. Miles
Services Offered: Producers and distributors of films, features, shorts and package films for TV. Stock Shots Film, Private Projection Theaters, Cutting and Editing.

ADVERTISERS RECORDING SERVICE, INC.

113 W. 57th St., New York 19, N. Y.
Phone: CIrcle 6-0141-2
President.....James A. Miller
Secretary.....E. B. McCutcheon
Services Offered: Program production, Millertape editing, wax and instantaneous recording, studio rental, phonograph records.

AFFILIATED PROGRAM SERVICE INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881
President.....Paul F. Adler
Services Offered: Syndicated films, animated spots.

NICHOLAS T. AGNETA

RKO Bldg., New York 19, N. Y.
Phone: COlumbus 5-0232
Manager .....Nicholas T. Agneta
Services Offered: Recording, Production, Scripts, Talent.

AIR FEATURES, INC.

347 Madison Ave., New York 17, N. Y.
Phone: MU 9-5900
Manager.....I. S. Becker
Services Offered: Radio-TV package productions, live, transcribed and film.

ALTON ALEXANDER RADIO-TELEVISION PRODUCTIONS

825 W. 187th St., New York 33, N. Y.
Phone LOrraine 8-3100
Manager .....Lottie Ritter
Services Offered: Recording, Scripts, Package Programs, Production.

AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

19 West 44th St., New York 18, N. Y.
Phone: MUrray Hill 2-9494
General Manager.....Robert A. Bories
Services Offered: Production, scripts, talent for food merchandising.

AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.

17 N. Wabash Ave., Chicago 2, Ill.
Phone: FInancial 6-2255
Pres. & Gen. Mgr.....Thomas J. O'Brien, Jr.
Asso. Producer .....Jean Gendon
Asso. Producer.....Phyllis F. O'Brien
Admin. Asst. .....Allis Allen
Admin. Asst. .....Dan D. O'Brien
Services Offered: Live, film shows & commercials.

CHARLES R. ANDREWS AFFILIATES, INC.

19 E. 53rd St., New York, N. Y.
Phone: MU 8-7589
President.....Charles R. Andrews
Sect.-Treas. .....Marjorie Warner
Services Offered: Package shows.
Productions: "Jolly Gene and his Fun Machine," "Cartoon TeleTales," Allie Lowe Miles—Women's shows.

PETER ARNELL PRODUCTIONS, INC.

214 E. 51st St., New York
Phone: PLaza 5-2145

ASSOCIATED BROADCAST ADVERTISING CO.

8409½ Melrose Place, Los Angeles 46, Calif.
Phone: DUnkirk 8-2972
Partner, Advg. Mgr. & Publicity Dir.....Irwin T. Porter
Partner, Program Mgr. & Dir. Research Dept.....Gertrude T. Porter
Script Dept.....Jean Norab
Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111
General Manager.....Frank J. Starzel
Asst. General Manager ....Oliver Gramling
Serices Offered: 24-hour news coverage, hourly news summaries, daily & weekly feature coverage for TV & radio.

Stanley J. Wolf
PRODUCTIONS

COMPLETE RADIO AND TELEVISION PACKAGES

★ ★ ★

18 East 50th

PLaza 9-7979

ANN BARBINEL

54 Riverside Dr., New York 24, N. Y.
Phone: ENdicott 2-4351

President .....Ann Barbinel

Services Offered: Creating - producing - directing custom built package shows for radio and TV.

BARRY, ENRIGHT & FRIENDLY PRODUCTIONS, INC.

667 Madison Avenue, New York, N. Y.
Phone: TEmpleton 2-8600

President .....Jack Barry
Vice-President .....Dan Enright
V.-P. in Chg. Sales....Edwin S. Friendly, Jr.
Executive Producer.....Myron Oppenheimer
Producers.....Ann Lawton, Alta Bassett, Fred Stettner

Services Offered: Package producers of live and transcribed radio shows and live and filmed TV shows.

BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

Sales Manager.....Charles J. Basch, Jr.

Services Offered: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

ZACH BAYM FILMS

13 E. 37 St., New York 16, N. Y.
Phone: MUrray Hill 9-4175

Owner.....Zach Baym

Services Offered: Distribution of films for TV. 1-hour features & westerns; half, quarter-hour documentary-travel series; baseball series; animated cartoon series; Christmas films.

IRENE BEASLEY RADIO PRODUCTION SERVICE

501 Madison Ave., New York 22, N. Y.
Phone: PL aza 3-8940

Owner..... Irene Beasley
Manager Prizes.....Betty Beaney
Supervisor Mail .....Rita Burke
Production Assistant.....Edward Burke

Services Offered: Program production; live radio and TV shows and spot campaigns.

BECK STUDIOS, INC.

Lyceum Theatre, Minneapolis 3, Minn.
Phone: LI 4708

Executive Director.....Joseph H. Beck
Technical Supervisor.....William E. Cage
Sales Promotion.....Mel Jass

Services Offered: TV package program service. Live productions and films, features and commercials. Full studio and camera facilities, staff of nine TV-experienced program directors and seven TV engineers. Prior TV rights to Lyceum Theater, Upper Midwest's leading legit playhouse.

V. S. BECKER PRODUCTIONS

562 Fifth Ave., New York 36, N. Y.
Phone: LUxemburg 2-1040

Owner.....Viola S. Becker

Services Offered: Production of package shows and commercials for Radio, Television programs, live and film. Distributors of film; representatives of talent & ideas for Radio, TV, film, sales promotion.

GEORGE R. BENTEL & ASSOCIATES

6606 Sunset Blvd., Hollywood 28, Calif.
Phone: Granite 8608

President.....George R. Bentel
Vice-President .....Scott Perkins

Services Offered: Radio & TV Packages, Complete Literary Library to Supply both markets. Representing World Famous authors and their works. TV shows on film.

WALTER BIDDICK CO. (Radio Programs Div.)

1151 S. Bway., Los Angeles 15, Calif.
Phone: RI 6184

Manager .....Guy Riddick
Asst. Mgr.....Mildred Biddick
Traveling Rep.....Burt Zoul

Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

ALBERT BLACK TELEVISION PRODUCTS

1270 Sixth Ave., New York 20, N. Y.
Phone: COlumbus 5-5885-6

President ..... .Albert Black
V.P., Secy., Treas.....Michael Lippert
Exec. Director.....Julien Roffman

Services Offered: Live and film package shows; commercials for television; radio shows, transcriptions.

FORD BOND RADIO PRODUCTIONS, INC.

810 RCA Bldg., W., New York 20, N. Y.
Phone: CIrcle 7-2236

President .....Ford Bond

Services Offered: Specializing in open-end transcribed programs. Development of program ideas and advice on radio production. Counselor on radio and TV presentation.

THE BORIES ORGANIZATION

19 W. 44th St., New York, N. Y.
Phone: MUrray Hill 2-4944

President .....Bob Bories

Services Offered: Radio and TV package producer.

RICHARD BRADLEY ASSOCIATES

540 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5543

President .....Richard Bradley
Secretary-Treasurer.....B. J. Tunick
Prog. Exec. & Dir. of Radio Sales .....Richard Bradley
Office Manager .....Leo Rabens

Services Offered: General advertising services, specializing in radio advertising, TV accounts, etc.

BROADCASTING PROGRAM SERVICE

341 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-3881

President .....Herbert Rosen

Services Offered: Transcription service, musical programs on tape, sound effects records, mood and bridge music library, TV programs on films.

BYRON PRODUCTIONS

8 E. 52nd St., New York 22, N. Y.
Phone: PLaza 3-6930

President.....Edward A. Byron

Services Offered: Package programs.

GARRY J. CARTER OF CANADA LTD.

59 Avenue Rd., Toronto, Canada
Phone: PR. 3505

President.....Garry J. Carter
Asst. to the President.....Bob Howe
Production Manager.....Eva Rogers
Time Buyer.....Isabel Philip
Copy Chief.....Stanton Edwards
Public Relations.....D. Peters

Services Offered: General advertising in all media, creative and art.

THE BRUCE CHAPMAN CO.

55 W. 42nd St., New York 36, N. Y.
Phone: WIsconsin 7-9244

President .....Bruce Chapman
Vice-Pres.-Treasurer .....Edna Chapman
Sales Manager .....Quentin Gulliver
Paris Manager.....Dan Morley
London Manager .....Frank Byers
Berlin Manager .....Rolf Brede
TV Film Director.....Michael Alexander

Radio & TV programs produced in U. S. and Europe.

GOODSON - TODMAN PRODUCTIONS

Creative Programming For Radio, Television and Television Films

41 East 57th Street
New York 22, N. Y.

MARK GOODSON BILL TODMAN

CHESHIRE & ASSOCIATES

6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-4580
General Manager .....Bob Reichenbach
Productions Director ....Harry V. Cheshire
Services Offered: Transcribed program and television film producers and distributors. Open-end and custom features.

CINEFFECTS, INC.

(For complete listing see TV Film Producers)

LESLIE CLUCAS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone Hillside 7593
Owner .....Leslie Clucas
Services Offered: Production of live packaged musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

TED COLLINS CORP.

500 Fifth Ave., New York, N. Y.
Manager .....Ted Collins
Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.

1350 N. Highland Ave., Hollywood 28, Calif.
Phone: Hollywood 9-8229
Pres. & Exec. Prod.....Walter White, Jr.
Associate Prod.....Bill Heath
Production Mgr.....Vernon Keays
Coordinator .....Eleanor Payne
Casting Director.....Miriam Powers
Film Editor....Robert Warwick, Jr. (a.c.e.)
Art Director.....James Sullivan
Services Offered: Hopalong Cassidy, 104 episodes transcribed open-end for radio ½ hour; The Clyde Beatty Show. Radio: Transcribed open-end shows ½ hour: TV 13 ½ hour films in color: Strolling Tom, 156 15-minute episodes; "Down Our Way" 26 30-minute episodes; "Perils of the Jungle," feature length motion picture starring Clyde Beatty.

COMPAGNIE FRANCAISE DE FILMS

73 Champs Elysees, Paris
Phone: Elysees 2-30
President .....A. Tinchant
Executive Producer .....Jean Masson
Secretary .....Jean Arroy
TV Advisor .....Val Williams
Services Offered: Production and packaging of TV shows made in France for agencies and stations.

TWO OF OUR TOPS!

Now on NBC
BREAK THE BANK
Radio and Television's Leading Quiz Show
½ Hour Daily — Monday thru Friday
3 P.M. E.S.T. NBC-TV
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BUD COLLYER
MC
with WIN ELLIOTT
also
BREAK THE BANK
"NIGHT TIME"
Starting June 23 — Tuesday Nights
at 8:30 P.M. E.S.T.
NBC-TV — Coast-to-Coast Network
BERT PARKS
MC

A PERENNIAL FAVORITE
HILLTOP HOUSE
Sponsored by
MILES LABORATORIES
Radio's Outstanding Serial About the Little Orphanage in Glendale and Its Head Matron Julie (Jan Miner)
Directed by JACK RUBIN
WCBS, 3 P.M., and Entire CBS Network

WOLF ASSOCIATES, INC.
Radio and Television Productions
420 MADISON AVENUE, NEW YORK

FRANK COOPER ASSOCIATES AGENCY

6277 Selma Ave., Hollywood 28, Calif.
Phone: HO 9-3737
N. Y. Phone: VAnderbile 6-5661

President .....Frank Cooper
V.P. Chge. of N. Y. Office:
521 Fifth Ave.....Sy Fischer
Head of Sales—Calif. Off...Martin Sperber
Executive Secretary.....Gloria Farrier

Services Offered: Packagers and sales representatives of radio and television programs. Representatives of writers and talent.

Productions: Man Against Crime, The Lineup, Strike It Rich, Hail the Champ, First Nighter, The Chase.

JACK L. COOPER RADIO ADVERTISING SERVICE

1331 W. 111th Place, Chicago 43, Ill.
Phone: BEverly 8-2056

Manager.....Jack L. Cooper
Sales Manager .....Bob Roberts
Religious Pgms. Dir.....I. Leon Roberts
Musical Director .....Gertrude R. Cooper

Services Offered: Recorded programs: popular, religious, organ; live talent: religious, drama, etc.

LOUIS G. COWAN, INC.

575 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3700

President.....Louis G. Cowan
Vice-President.....Harry Fleischman
Treasurer.....J. Kyle Faber
8 S. Michigan Ave., Chicago 3, Ill.
Phone: RAndolph 6-2022
Vice-Pres.-in-Charge .....John Lewellen
Vice-Pres.....R. D. Michels

Services Offered: AM-TV-Productions-Network Programs (Package); Production-Transcription Programs; Program Consultants.

DAMON RECORDING STUDIOS, INC.

1221 Baltimore Ave., Kansas City 6, Mo.
Phone: VIctor 2585

President .....Vic Damon
V. P. & Treas .....Alice Damon
Secretary.....Harry A. Morris
Engineer .....Roger Webb

Services Offered: Commercial, personal and audition recordings on tape, discs at all speeds, Radio-TV shows, spots TV film sound track, air checks; masters, portable recordings. Public address installations, sales-rental service.

FREDERIC DAMRAU, M. D.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638

Director .....Frederic Damrau, M. D.
AFTRA Associate.....Adeline Manecry
Business Manager.....Mary L. Davis

Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.
Phone: Nevins 8-4374

Director .....Mac Davis

Services Offered: Sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer, Composer .....Gordon M. Day
Director .....Carol Bulkley
Production Mgr.....Edith Adelson
Treasurer.....Leo L. Reich

Services Offered: Package programs, radio-TV department service to advertising agencies, creating and producing custom-built musical jingles and spots of all kind.

ROY DE GROOT CONSULTANTS, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-9135

President.....Roy de Groot
Vice-President .....Katherine Hynes
Chief, TV Dept.....Margot Murphy
Chief, Music Dept.....I. Rabinowitz
Chief, Art Dept.....Ed Winslow

Services Offered: Counseling in mass communications through radio, TV and motion picture. Planning and development of single programs or entire campaigns. Complete service for script, costume and stage design, animation, tape or disc recording, live or film.

THE DEMBY PRODUCTIONS, INC.

34 E. 51 St., New York 22. N. Y.
Phone: PLaza 9-2495

President .....Emanuel Demby
V.P. & Gen. Mgr.....Myron Broun
Program Supervisor....Alexander Marshack
Script Editor.....Allen Swift
Women & Fashions Editor..Mildred Demby
Client Relations.....Hunter Smith

Services Offered: Radio programming, spot announcements. Public relations and merchandising for radio and TV shows. Asian and Latin-American representation for films and press.

JERRY DEVINE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HU 2-1228

Owner .....Jerry Devine
Casting Director.....Peg Hansen

Services Offered: Packaged radio programs.

ALFRED DIXON PRODUCTIONS

109 E. 39th St., New York, N. Y.
Phone: MUrray Hill 5-6415

President-Owner.....Alfred Dixon
Casting and production.....Lynn Masters
Asst. Dir. and Coaching.....Norma Burton

Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7035

Owner.....Harry S. Dube
Manager .....J. Knight

Services Offered: Live Talent, package shows and transcriptions.

DYNAMIC FILMS INC.

112 W. 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221

President .....Henry Morley
Treasurer ..... Nathan Zucker
Editorial Chief.....Luke Bennett
Production Manager.....Carson Davidson
Sound Engineer.....John De Blau
Musical Director.....Donald Lewis

Services Offered: Film producer—open end films and commercials made specifically for TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

W. M. ELLSWORTH

Suite 203, 159 E. Chicago
Phone: MOhawk 4-7050

Owner.....W. M. Ellsworth

Services Offered: Talent, programs, production.

EMPIRE BROADCASTING CORP.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 9-4500

President.....Helen D. Kelleher
Vice-President.....Fred de Jaager
Vice-President .....Arthur Lubo
Secretary .....John H. Dwyer

Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

BERNARD ESTES

6 Peter Cooper Rd., New York 10, N. Y.
Phone: SPring 7-5766

President .....Bernard Estes
Secretary-Treasurer.....Hazel Estes

Services Offered: Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact, AM, Video.

FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 18, N. Y.
Phone: LAckawanna 4-3544

Manager .....Edwin Fadiman

Services Offered: Production, Package Shows.

JERRY FAIRBANKS, INC.

6052 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 2-2110 1

Pres. & Exec. Prod.....Jerry Fairbanks
V. P. Chg. Studio Operations....Sid Rogel
Sales Director.....B. N. Darling
Production Manager.....Raoul Pagel
Dir. Sound Dept. .....Lawrence Aicholtz

Services Offered—Producers and distributors of film made especially for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and for stations for local sponsors.

FILM ASSOCIATES, INC.

440 E. Schantz Ave., Dayton 9, O.
Phone: WAlnut 2164

President-Treasurer....E. Raymond Arn, Jr.
Vice-President.....Mildred G. Arn
Secretary.....Clement V. Jacobs
General Manager.....Edward R. Lang
Office Manager.....Joan E. Walsh

Services Offered: Producers of TV "Teleskits" packaged complete fill in shorts of vaudeville character. Advertising trailers, newsreels. Complete facilities for TV film productions. Slides for TV, station breaks, electrical transcription facilities.

FISHER PRODUCTIONS

347 East 52nd St., New York, N. Y.
Phone: PLaza 3-5443

Owner .....Maggy Fisher
Assistant .....Marion Mullen

Services Offered: Packaging, writing, directing TV and radio shows.

GEORGE F. FOLEY, INC.

9 East 45th St., New York 17, N. Y.

President.....G. F. Foley

Services Offered: Package programs, talent representative, production consultant.

WALT FRAMER ASSOCIATES

501 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2000

Producer .....Walt Framer
Associate Producer.....Joe Gottlieb
Production Assistant.....Mervyn Framer
Production Supervisors.....Paul Kaczander, Vivian Roberts, Sidney Tamber, Estelle Citron

Services Offered: Specializing audience participation and quiz shows. Packages, production, question research, contestant screening.

ALLEN A. FUNT PRODUCTIONS

100 Central Park South, Room 11-C,
New York 19, N. Y.
Phone: JUdson 6-5227

President.....Allen A. Funt
Production .....Al Slep
Cameraman.....Arthur Florman
Camera Assistant .....Howard Kuperman
Sound Technician.....Ralph Friedman
Editorial.....Stanley Kotis, Elliot Schick
Secretary.....Jeanne E. Thomas

Services Offered: Network, live, transcribed and syndicated programs and candid commercials.

GAINSBOROUGH ASSOCIATES

207 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-2720

President .....Mike Jablons
Vice-Pres. & Gen. Mgr.....Josephine Savoca
Casting Director.....Arlene Shelley Gaines
V.P. in Charge Sales.....Martin Seligson
Director Pub. & Prom.....Shirley Graf
Director Media Research.....Aaron Settle
Director Hollywood office...Chas. B. Rogers
7200 Santa Monica Blvd., Hollywood, Calif.

Services Offered: Radio and television package producers. Program consultants to new and existing radio-TV stations. Personal representation and talent management. Publicity and public relations.

GALE, INC.

48 W. 48th St., New York 19, N. Y.
Phone: PLaza 7-7100

President .....Moe Gale

Services Offered: Talent, management and production.

GALLUCCI BROS. & ASSOCIATES

727 Meriden Rd., Waterbury 63, Conn.
Phone: Waterbury 3-5272

President .....Joe Gallucci
General Manager.....N. T. Gallucci

Servces Offered: Package programs.

HAROLD R. GINGRICH, PRODUCTIONS

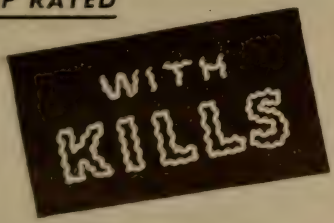
333 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-1022

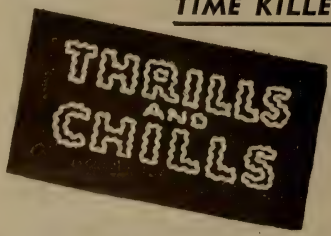
Director.....Harold R. Gingrich
Musical Director.....Jack Wonnell
Research Director.....Jessica Petrie

Services Offered: Transcriptions and films, package program and counsellor service.

156 HALF-HOUR MYSTERIES

TOP RATED — TIME KILLERS





52 Half Hours — Mystery House
52 Half Hours — Let George Do It
52 Half Hours — 30 Minutes to Go

WARNING! These programs DANGEROUS in the hands of competition.

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue, NEW YORK CITY

GENERAL ARTISTS CORP.

1270 Sixth Ave., New York 20, N. Y.
Phone: CIrcle 7-7543
President.....Thomas G. Rockwell
V.P., Chg. Radio-TV Dept..Milton W. Krasny
V.P., Chge. Prod.....Harry Auger
Services Offered: Program production, package shows, artists' representatives.

GENERAL ENTERTAINMENT CORP.

128 E. 56th St., New York 23, N. Y.
Phone: ELdorado 5-3520
President & Treasurer....Howard G. Barnes
V.-P. & Secretary.....A. Edward Masters
General Manager.....Hugh Brooks
Services Offered: Producers and distributors open-end transcriptions and live programs, spot announcements and jingles. Film features and spot films for TV.

WILLIAM GERNANNT

180 Central Park South, New York 19, N. Y.
Services Offered: Radio and television programming.

JOHN E. GIBBS & CO., INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-5959
President .....John Gibbs
Writers Department.....Francis Head
Talent Department.....Bob Ferres
Services Offered: Radio and TV production. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS

6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: GRanite 5543
General Manager.....Bob Reichenbach
Executive Producer.....Grace Gibson
Services Offered: Production and distribution of transcribed dramatic programs for general or specific sponsorship.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd St., New York 22, N. Y.
President-Gen. Mgr.....Harry S. Goodman
Vice-Pres.-Charge Sales.Everett F. Goodman
Vice-Pres.-Charge TV....Daniel R. Goodman
Secretary .....H. D. Knuth
Services Offered: Producer of syndicated transcribed shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GOODSON-TODMAN PRODUCTIONS

49 E .52nd St., New York 22, N. Y.
Phone: PLaza 5-9100
Partner .....William S. Todman

Commodore Productions and Artists, Inc.

Consistently the Leader in
TOP TRANSCRIBED SHOWS
for RADIO or TV!

★ "TARZAN" — Sponsored by General Foods — Coast-to-Coast Via CBS ★

—NOW AVAILABLE—

"HOPALONG CASSIDY"
104 EPISODES TRANSCRIBED
OPEN-END FOR RADIO (½ Hr.)

"STROLLING TOM"
(156 15-Minute Episodes)

"THE CLYDE BEATTY SHOW"
RADIO: 156 ½ HR. TRANSCRIBED
OPEN-END SHOWS
TV: 13 EXCITING ½ Hr. FILMS IN COLOR

"DOWN OUR WAY"
(26 30-Minute Episodes)

Also PRODUCERS OF:
"PERILS OF THE JUNGLE" — Feature-Length Motion Picture Starring Clyde Beatty
AND THE CLYDE BEATTY COMIC BOOKS

Write — Wire — Phone IMMEDIATELY for Full Information

971 N. LA CIENEGA
HOLLYWOOD 46, CALIFORNIA

WALTER WHITE, JR., *President*
HOLLYWOOD 9-8229

Partner .....Mark Goodson
Business Manager.....Howard F. Todman
Exec. Dir. of Programs.....Gil Fates
Script Editor.....Eugene Burr
Director of Sales.....Angus D. Mackintosh
Production Manager.....Jean Hollander
Services Offered: Producing and packaging live and transcribed radio and live and finished TV programs.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-5577
President.....Herbert M. Moss
Vice Pres.....Stephen F. Temmer
Gen. Manager.....Harry F. Landon
Comptroller.....Robert M. Volkell
Services Offered: Recording (tape and disc), program production and packages. Transcriptions.

GREEN ASSOCIATES

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-0818
General Manager.....Lewis G. Green
Services Offered: Production Spots, TV shows, film.

JOHN GUEDEL RADIO PRODUCTIONS

Room 600 Taft Bldg., Hollywood 28, Calif.
Phone: HEmpstead 5186
Vice-Pres. & Exec. Producer....John Guedel
Services Offered: Radio and television packaging and producing.

LAURENCE HAMMOND PRODUCTIONS, INC.

455 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-2210
President .....Laurence Hammond
Vice-Pres.....Merikay Howard
Musical Supervisor .....Lloyd Shaffer
Services Offered: Packaging radio and TV programs, live, transcribed and filmed. Also consultant work in directing, writing, producing and complete public relations facilities.

SUE HASTINGS MARIONETTES, INC.

3825 Bryan St., Dallas 4, Texas
Phone: Tenison 8158
President .....Linnea Roberts
Art Consultant.....D. B. Somers
Program Director.....Hal Linsley
Film Director.....L. J. Fisher
Scripts.....R. A. Green
Services Offered: Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials.

B·E
BARRY & ENRIGHT PRODUCTIONS, INC.
667 MADISON AVENUE • NEW YORK 21, N. Y. • TEMPLETON 2-8600
Our New Address!

ARTHUR HENLEY PRODUCTIONS
73-37 Austin St., Forest Hills, N. Y.
Phone: BOulevard 3-0136
Writer-Producer .....Arthur Henley
Services Offered: Creators of radio and TV program production, writing, merchandising services.

WILLIAM F. HOLLAND PRODUCTIONS
"Holland House," Auburn Ave. & Taft Rd., Cincinnati 19, O.
Phone: CApitol 1252-3
President .....William F. Holland
Services Offered: Custom built spots and programs for TV & radio. Transcription recording studios and film production facilities.

WEST HOOKER, INC.
853—7th Ave., New York, N. Y.
Phone JUdson 2-3026
President .....West Hooker
Services Offered: Program production and programs, Talent, Artists' Representative.

HOWARD RADIO-TV PRODUCTIONS
123 W. Chestnut St., Chicago 40, Ill.
Phone: MIchigan 2-0128
Owner .....Bernard Howard
Services Offered: All creative phases of Radio-TV—ideas, writing, production—including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

RICHARD W. HUBBELL & ASSOCIATES
441 East 20th St., New York 17, N. Y.
Phone: ORegon 7-6863
Chairman.....R. W. Hubbell
Branch Office
120 Broadway, New York, N. Y.
Phone: BArclay 7-7760
Exec.-in-Charge .....Gilbert Parker
Services Offered: Program producers.

HUDES & LIND
550 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-8321
Producer .....Ted Hudes
Asst. Producer .....Bert Lind
Services Offered: Producers of transcribed and live public service radio and television programs.

INTER-CALIFORNIA BROADCASTING SYSTEM
253 S. Broadway, Los Angeles 12, Calif.
Phone: MUtual 2759

HOLLYWOOD SCREEN TEST
MEET BETTY FURNESS
ALL ABOARD
SPARRING PARTNERS

LESTER LEWIS ASSOCIATES
11 E. 48 ST., N. Y. 17 PLaza 3-5083

Radio-Television Productions
Personal Representation

General Manager.....Gustavo Faist Moran
Office Manager.....Margarita Lamar
National Reps.....Forjoe & Co., Inc.
Services Offered: Specialists in Spanish language advertising. Production of Spanish language programs. Representatives of radio station XEGM (located in Tijuana, Lower California) and XECL (Mexicali).

INTERNATIONAL 16mm CORP.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President-Treasurer....Patrick E. Shanahan
Secretary .....George Blake
Board of Directors:....Patrick E. Shanahan, George Blake, Julia Cooke.
Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music with Symphonic Orchestras.

THE JAFFE AGENCY, INC.

38 E. 57th St., New York, N. Y.
Phone: PLaza 9-6693

President .....Sam Jaffe
Vice-President .....Don A. Davis
In Charge of Booking.....Jerome Hellman
Services Offered: Artists' representatives; TV and Radio package producers.

JEWELL RADIO AND TELEVISION PRODUCTIONS

185 N. Wabash Ave., Chicago 1, Illinois
Phone: FInancial 6-4474

President .....James E. Jewell
Vice President .....W. Ralph Jewell
Manager .....Charles P. Flynn
Prom. Dir.....Ned E. Williams
Treas. .....Lincoln Douglass
Musical Dir.....Richard Dix
Services Offered: A complete radio and television production service. Scripts, Copy, Music, Direction, Transcribed Package Shows, Spots.

ROBERT JOSEPH TELEVISION PRODUCTIONS

4453 Carpenter Ave., No. Hollywood, Calif.
Phone: SUnset 11331

President .....Robert Joseph
Vice-President .....Walter Klinger
Program Director.....Ken Charles
Sales Manager.....Monroe Mendelsohn
Services Offered: Packaging and production of live and film TV, production of commercial and industrial shorts and documentaries.

KAGRAN CORP.

4 W. 58th St., New York 19, N. Y.

KAGRAN CORPORATION
Martin Stone, President
RADIO and TV PRODUCTIONS
HOWDY DOODY
NBC-TV and Radio
GABBY HAYES SHOW
NBC-TV
THE AUTHOR MEETS THE CRITICS
Du Mont Network
4 West 58th St., New York, N. Y. MU. 8-0585

Phone: MU 8-0585
Pres., Prod.....Martin Stone
V.P., Merchandising Dir.....Allan Stone
Assts. to Prod.....Joseph Clair,
Jerome Coopersmith
Merchandising Asst.....D. G. Forbes
Promotion Manager.....Al McDonald
Services Offered: Merchandising and TV and radio package producers.

KASPER-GORDON INC.

140 Boylston St., Boston 16, Mass.
Phone: DEvonshire 8-7357
President-Prod. Mgr.....Edwin H. Kasper
Treasurer-Commercial Dir...Aaron S. Bloom
Office Manager.....Robert W. Graham
Engineer .....Frederick Piroumian
Services Offered: Custom-built TV films and "live" programs, syndicated open-end TV programs on film animation, TV commercials, silent and sound-on-film. Complete facilities from the creation of the idea to the finished product.

ROGER KAY ENTERPRISES, INC.

60 Sutton Place S., New York, N. Y.
Phone: PLaza 3-0549
Executive Producer.....Roger Kay
Agency Contact.....Nan Marquand
Legal Counsel.....Miller & Miller
Services Offered: Creators, producers, packagers of television and radio programs, live, transcribed, and film. Consultants on programming. TV Show Doctoring.

SONNY KENDIS, INC.

509 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-0890
Pres., Exec. Prod.....James Sonny Kendis
Services Offered: Live & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent.

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403
President .....Jack M. Kurtze
Vice-President .....Lulu Mae Kurtze
Executive Producer .....C. Allen Fox
Asst. Executive Producer.....Jack Russell
Services Offered: Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures.

LARRY KURTZE

1230 Washington Blvd., Chicago 7, Ill.
Phone: Monroe 6-6271
Services Offered: Development of live or filmed TV shows. General copy and production services for broadcast media.

MR. WIZARD

On The NBC-TV Network From Chicago

Mr. Wizard created, written by and starring Don Herbert

A Herbert S. Laufman Production

Jules Pewowar, Producer

THE LANDT TRIO

Bedford Rd., Armonk, N. Y.
Phone: HA 9-5971

Partner.....Karl B. Landt
Partner.....Jack M. Landt
Partner.....Dan B. Landt

Services Offered: Musical spot announcements, transcribed and live shows for radio and television.

LANG-WORTH DISTRIBUTING CORP.

Steinway Hall, 113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-President .....W. O'Keefe

Services Offered: Open end and commercial transcriptions, dramatic and musical for radio broadcasting.

LANG-WORTH FEATURE PROGRAMS, INC.

Steinway Hall, 113 W. 57th St., New York 19, N. Y.
JUdson 6-5700

President.....C. O. Langlois
Secretary .....John D. Langlois
Treasurer .....C. O. Langlois, Jr.
Vice President.....W. O'Keefe
Stations Relations.....Addison C. Amor
West Coast Mgr.....Hugh S. Allen

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

HERBERT S. LAUFMAN & COMPANY

624 So. Michigan Ave., Chicago 5, Ill.
Phone: Webster 9-2302

Partner, Sales .....Herbert S. Laufman
Partner, Production.....Jules Pewowar
Executive Prod.....Bernard I. Miller

Services Offered: Packagers and producers of TV programs, supervision of production for TV film commercials.

LAWRENCE PRODUCTIONS

700 Thayer Ave., Los Angeles 24, Calif
Phone: Arizona 9-3265

Owner .....Bee Eaton Lawrence
Production Manager..Richard Hill Wilkinson

Services Offered: Own and sell transcribed radio series "Mystery Is My Hobby" half-hour show.

LAWRENCE & LEE, INC.

Equitable Bldg., Hollywood 28, Calif.
Phone: HIllside 0101

President .....Jerome Lawrence
Vice-President .....Robert E. Lee

Services Offered: Production consultants. Delivery of literary rights for television, radio and motion pictures.

JERRY LAYTON ASSOCIATES, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-6320

President .....Jerry Layton

Services Offered: Radio and television shows: live, transcribed, on film.

LES LEAR PRODUCTIONS CORP.

Hotel Sherman, Chicago 1, Ill.
Phone: FRanklin 2-2100

President .....Les Lear
Account Executives. Milt Parlow, Jack Curran

Services Offered: Radio, TV and film production. Personal management.

JACK CURRIER LEWIS

P. O. Box 255, Riverside, Conn.
Phone: Old Greenwich 7-9474

Owner .....Jack Currier Lewis
General Manager .....William P. Popp
Women's Programs .....Margaret Tester

Services Offered: Television and radio packaged programs; film or live. Advisors on TV or radio problems.

LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y
Phone: PLaza 3-5083

Partner .....Lester Lewis
Partner .....Juliet Lewis
Casting Director .....Marie Stroud
Sales Manager.....Merritt Franken
Literary Dept.....Carolyn W. Stagg
Script Editor .....Mort Lewis

Services Offered: TV package shows, personal management.

PHILLIPS H. LORD, INC.

501 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2211

President.....Phillips H. Lord
Manager.....Dorothy E. Levy
Program Supervisor.....Leonard L. Bass

Services Offereds Radio and TV package shows.

LUXEMBOURG BOROADCASTING CO.—AMERICAN SALES & SERVICING AGENCY

(Radio Luxembourg)
175 Fifth Avenue, New York 10, N. Y.
Phone: ALgonquin 4-7881

Manager .....Guy Bolam

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
Phone: DUnkirk 4-4191

President.....C. P. MacGregor
Manager.....George R. Jones

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

MARK VII, LTD.
(For full listing see TV Film Producer-Distributors)

ARNOLD MARQUIS PRODUCTIONS, INC.
717 N. La Cienega, Hollywood 46, Cal.
Phone: CRestview 6-8796
President .....Arnold Marquis
Services Offered: Write, direct, produce and package radio and television programs and spots.

MARSHALL—HESTER PRODUCTIONS, INC.
521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2722-3-4
President.....A. W. Marshall
Vice-President .....Harriet Hester
Legal Representative.....Gerald Dickler
Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

MASTERSON, REDDY & NELSON
745 Fifth Ave., New York 22, N. Y.
Phone: PLaza 9-1120
Partner .....John Masterson
Partner .....John Reddy
Partner .....John Nelson
Director .....Ed Leftwich
Producer .....Jerry Bowne
Production Supvr. .....Ruth Kyle
Business Mgr. .....Helen Guy
Services Offered: Packaging and production of radio and TV programs.

ALEXANDER McQUEEN & ASSOCIATES
5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: RAvenswood 8-9010
Owner .....Alexander McQueen
Services Offered: "Nothing But The Truth" feature (Reg. U. S. Pat. Office), in person, transcribed, or TV. Research for human-interest stories on sponsor's product.

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS
711 Fifth Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1000
Director.....Bertram Lebhar, Jr.
Director of Production.....Raymond Katz
Dir. Dist. & Record....Frank Roehrenbeck
Director of Publicity.....Jo Ranson
Asst. to Dir. of Prod.....Irwin Greenfield
Services Offered: Metro-Goldwyn-Mayer Radio Attractions offers the following syndicated programs: "MGM Theater of the Air," "The Story of Dr. Kildare," "The Hardy Family," "The Adventures of Maisie," "At Home With Lionel Barrymore," "Crime

PETER ARNELL

PACKAGER — PRODUCER

CBS CONSULTANT

originator of

The Name's The Same

Wheel of Fortune

Balance Your Budget

Rate Your Mate

Exclusive Management

TED ASHLEY ASSOCIATES

Press Representative

Solters-O'Rourke Assoc.

LES LEAR

RADIO, TELEVISION,
FILMS, PUBLIC RELATIONS,
SPECIAL EVENTS,
MERCHANDISE
PRESENTATION

Procter & Gamble's
WELCOME TRAVELERS
NBC NETWORK
RADIO — 6th YEAR
TELEVISION SINCE SEPT. 6, 1952

LES LEAR PRODUCTIONS
CORPORATION
Hotel Sherman
Chicago 1, Ill.
Phone: FRanklin 2-2100

Does Not Pay," "The Gracie Fields Show," "John Nesbitt's Passing Parade," "MGM Musical Comedy Theatre," "The Adventures of Casanova," "Woman of the Year," and "Black Museum."

CHARLES MICHELSON, INC.

15 W. 47th St., New York 36, N. Y.
Phone: PLaza 7-0695

President .....Charles Michelson
Secretary .....A Michelson
Divisional Sales Manager.....Ray Linton
Traffic Manager.....R. Mantell
Export Manager.....Martin Diamond

Services Offered: Producers and distributors of open end quarter hour and half hour radio and television programs. Radio Transcription feature of mystery shows for local station use and TV film series on 16 m.m. motion picture film.

MILVERNE PRODUCTIONS, INC.

Hotel Bryant, 230 W. 54th St., N. Y. 19, N. Y.
Phone: CIrcle 5-6224; CIrcle 6-2100, Ext. 219
Executive Producers.....Milton E. Stanson, Vernon P. Becker.

Services Offered: Origination and production of creative TV programs for every budget: Creation and production of TV Film and Radio commercials: Programming and film consultants to agency and client.

MOLE & LEE, INC.

105 W. 55th St., New York 19, N. Y.
Phone: CIrcle 6-0006

President .....John Mole
Exec. V.-P. & Secy.....Blanche Stuart Lee
Editor .....Helen Andrews

Services Offered: Production of packaged shows for Radio and TV.

WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-5100

Exec.-in-Chge. of Radio..Wallace S. Jordan

Services Offered: Production of packaged shows for radio and TV, also talent reps.

CARLTON E. MORSE PRODUCTIONS

1500 Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161

Owner .....Carlton Morse

Services Offered: Recording, program production, scripts, package programs.

MORTON RADIO PRODUCTIONS, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-4144

President .....Morton Jacobson

Services Offered: Transcribed radio programs.

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36, N. Y.

Producer.....Herbert M. Moss

Sec.-Treas. .....Rose Gray
Services Offered: Live and transcribed shows for Radio and TV.

MOTION PICTURE PRODUCTIONS, INC.

Rockefeller Bldg., Cleveland 13, Ohio
Phone: PRospect 1-4900
President.....Donald C. Jones
Vice-President.....Claude N. Rakestraw
Secretary.....M. C. Jones
Services Offered: Producers of motion pictures, television, and slidefilms on industrial relations, sales promotion, sales and technical training, in black and white or color with RCA sound in own studios and laboratories.

MUSIC CORPORATION OF AMERICA
MCA Artists, Ltd.

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
Branch Offices
35 Dover St., London, England
430 N. Michigan Ave., Chicago, Ill.
9370 Santa Monica Blvd., Beverly Hills, Calif.
105 Montgomery St., San Francisco, Calif.
1172 Union Commerce Bldg., Cleveland, O.
2102 N. Akard St., Dallas, Tex.
837 Book Tower, Detroit, Mich.
9 Newbury St., Boston, Mass.
Northwestern Bank Bldg., Minneapolis, Minn.
Services Offered: Production and sales service for live, recorded and filmed TV and radio programs.

STANLEY MURPHY PRODUCTIONS

General Service Studios
Hollywood 38, California
Phone: HOllywood 7-3111
Services Offered: Package programs.

MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.
Phone: SUperior 7-5080
Exec. Vice-Pres.....Frank P. Kendall
Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director.

NELSON PRODUCTIONS, INC.

341 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 6-5862
President .....Raymond E. Nelson
Secy.-Treas.....Betty Nelson
Casting Dir. .....Martin Roberts
Services Offered: Production-direction on retainer or free-lance basis, package production, consultation to agencies and clients, time buying, filmed commercials, research.

CY NEWMAN PRODUCTIONS

221 West 57th St., New York 19, N. Y.
Phone: PLaza 7-0550
Executive Producer.....Cy Newman
Sales Manager.....James Koblenzer
Services Offered: Package, produce and direct TV and radio shows.

OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 36, N. Y.
Phone: LUxemburg 2-5130
Cable Address: ARREFFAY Newyork
Producer-Dir.,
Executive-Dir.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

OLIO VIDEO TELEVISION PRODUCTIONS, INC.

(See Television Film Producers)

PALLADIUM RADIO PRODUCTIONS, INC.

445 Park Ave., New York 22, N. Y.
Phone: PLaza 9-8644
Vice-President.....S. George Gallu
Services Offered: Package producers.

PAN AMERICAN BROADCASTING CO.

17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0810
Program Director.....Leo Shore
Services Offered: Scripting, producing and recording programs in over 50 foreign languages for use in United States and in foreign countries.

PETERSON RADIO PRODUCTIONS

1457 Broadway, New York 36, N. Y.
Phone: WIsconsin 7-0069
Owner .....Donald Peterson
Services Offered: Recording, program production (religious, economic).

NORMAN & IRVING PINCUS

18 E. 48th St., New York, N. Y.
Partnership.....Norman & Irving Pincus
Services Offered: Program producers.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.
Phone: Globe 6-2135
President.....George Logan Price
Sales Manager.....S. M. Lauch
Copy and Production....George L. Price, Jr.
Services Offered: Production of packed radio serials geared to sell to and for

ethical accounts of every type. Complete accompanying on commercials, publicity, promotion and public relations.

PSI-TV, INC.

221 W. 57th St., New York 19, N. Y.
Phone: JUdson 6-6800
President .....Bernard J. Prockter
Services Offered: Package Programs.

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

RADIO CITY PRODUCTIONS, INC.

550 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-1988
Pres. & Sales Mgr.....Morton D. Catok
V.P. & Prog. Dir.....Raymond R. Chambers
General Manager.....Frank Scott
Services Offered: Program production, both transcribed and live; specialize in packaging transcribed sports shows and filming of TV sports serials. Scripts created. Radio, TV celebrity endorsements packaged.
Productions: Radio: "Phil Rizzuto's Sports Caravan"; "Junior Jamboree"; "Sports Forum of the Air." TV: "Tommy Henrich Show."

RADIO FEATURES OF AMERICA

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, Newyork
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Production Unit, Hotel New Weston, Madison Ave. at 49th St., New York
Phone: PLaza 3-4800
Managing Dir.....J. H. Macdonnell
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service. Television—Program production and consultation, package live and film shows, script, talent. Members of NSTP (Natl. Society Television Producers).

R-STAR PRODUCTIONS

1429 Valleyheart Dr., Burbank, Calif.
Phone: ROckwell 9-2914
President.....Walter "Hank" Richards
Associate Prods..Fred Howard, Merle Travis
Editor .....Dave Nowinson
Services Offered: Program packages.
Productions: "All American Jubilee," a one hour "country style" show.

IDEAS in programming
— EXPERIENCE in production

DEMBY PRODUCTIONS, Inc.

34 East 51 St., N. Y. C. PLaza 9-2495

TV (on air):

"WHAT'S PLAYING?" — Syndicated and Live, N. Y.
"SEWING IS FUN" — Syndicated and Live, N. Y.
"HOW TO BE A COWBOY" — Syndicated

FILMS:

"THIS IS INDONESIA" — public relations
"FILMS FOR SALES" — sales training

RADIO (on air):

"TURNING POINTS" (drama, 26 recordings), [illegible] announcements for Lady Oris Hosiery, [illegible] Clothes, etc.

. . . since 1936
combining showmanship
and salesmanship

RADIO AND TELEVISION
MARSHALL
HESTER
PRODUCTIONS

MARSHALL—HESTER
PRODUCTIONS, Inc.

521 FIFTH AVENUE
NEW YORK 17, N. Y.

★

MURRAY HILL 7-2722-3-4

RAO VIDEO

366 Madison Ave., New York 19, N. Y.
Phone: Va. 6-3417
Exec. Dir. Producer....Robert A. Ormbach
Services Offered: TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

REEMACK ENTERPRISES, INC.

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7979
President .....Lou Goldberg
Vice-President .....Wanda Ellis
Secretary .....Lloyd Marx
Services Offered: Producers of "The Original Amateur Hour."

STU REYNOLDS PRODUCTIONS

321 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 16155
President .....Stuart Reynolds
Services Offered: Specializing in the production and sale of filmed TV programs; also in the filming of television programs for others and TV commercials; also production and sale of radio programs.

R. S. ROBBINS

163 Bleecker St., New York 12, N. Y.
Phone: SP 7-2568
President .....R. S. Robbins
Mgr. of Prize Promotion..Edward E. Finch
Services Offered: Radio and Television package producers and merchandise prizes.

BOB L. ROBERTS PRODUCTIONS

152 W. 54th St., New York 19, N. Y.
Phone: PLaza 7-4314-5
President.....Bob L. Roberts
Services Offered: A—Radio and TV live and film productions. B—Specialized publicity and promotion.

RICHARD H. ROFFMAN ASSOCIATES

60 E. 67th Street
New York 21, N. Y.
Phone: TRinidad 9-5640
President .....Richard H. Roffman
Vice-President .....Alvin Rubin
Vice-President .....Nancy M. Osserman
Asst. to Pres.....Solomon Kalichman
Promotion Director.....Herman Jaffe
Radio-TV Director.....Maurice Roffman
Services Offered: Package programs and production, Talent, Public Relations. Guest

NORMAN & IRVING PINCUS

Distinctive television productions

101 W. 55th Street, N. Y. C.

Walt Framer Productions

specializing

HIGH RATING AUDIENCE-PARTICIPATION and QUIZ SHOWS at LOW COST

CURRENT . . .
"STRIKE IT RICH"
"THE BIG PAYOFF"
"DOUBLE OR NOTHING"
on TV and Radio

IN PREPARATION . . .
"GREATEST MAN ON EARTH"
"MAKE A MILLION"
"BACKSTAGE REUNION"
"CALLING ON AMERICA"
"THE MAGIC HORSESHOE"
"FREE ENTERPRISE"
"PASS THE BUCK"
"JACK IN THE JUKEBOX"

WALT FRAMER PRODUCTIONS
123 WEST 44th STREET New York 36, N. Y.
PLaza 7-0800

and Prize procurement, Publicity and Promotion, Scripts, Legal Counsel.

ROBINSON RECORDING LABS.

35 S. 9th St., Philadelphia 7, Pa.
Phone: WA 2-6800

President .....W. P. Robinson
Recording Engineers.....W. W. Jost, Chas. Metz

Services Offered: Manufacture professional recording equipment. Produce transcribed spots and electrical transcriptions for broadcast and TV.

ROCKHILL RADIO

18 E. 50th St., New York 22, N. Y.
Phone: PLaza 9-7979

President.....Stanley J. Wolf
Producer .....Albert Aley
Producer .....Leonard Carlton
Producer.....Allen Ducovny
Producer .....Drex Hines

Services Offered: Complete packages, radio, TV and film.

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HE 7178

President .....Jack Rourke
Treasurer.....Joan Lane Rourke
Production Manager.....Dick Wendelken
Office Mgr.....Marjorie Lawson
Musical Dir.....Robert Garretson

Services Offered: Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

Productions: "Ladies Matinee," "Jack Rourke Varieties," "Beauty Parade."

LESLIE ROUSH PRODUCTIONS, INC.

333 W. 52nd St., New York 19, N. Y.
Phone: COlumbus 5-6430

President.....Leslie M. Roush
Vice-Pres. .....Jules Sindic
Gen. Mgr.....John Fox
Assoc. Producer.....Charles Elms
Production Mgr.....James Di Gangi

Services Offered: Producers of commercial motion pictures, sound slide films, slide motion films, TV programs and TV commercials.

Productions: TV Comm'ls: Canada Dry Ginger Ale; Shredded Wheat; Fig Newtons; Vanilla Wafers; White Rose Tea & Coffee; Benrus Watch Co. Comm'l Mot. Pix: "Why Nuts & Bolts" (Bethlehem Steel); "Ichabod—The Headless Man" (Assoc. Amer. Railroads); various films for U. S. Navy.

BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS

Empire Bldg., Philadelphia 7, Pa.
Phone: KIngsley 5-6063

Production Manager.....Barnard L. Sackett
Film Technician.....Richard Newmayer
Publicity .....Morris Yuter

Services Offered: Complete television service for video stations and advertisers, live and film productions, commercials, minute spots, custom-built shows, television consultants, personal radio-television representation, concert management.

JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 1-7231
6 East 45th St., New York, N. Y.
Phone: MUrray Hill 7-8370

President.....James L. Saphier
V.P. & Mgr. of New York Office.Jules Green

Services Offered: Radio and TV productions, sale of package programs and talent.

KERMIT SCHAFER RADIO & TELEVISION PRODUCTIONS

1585 Broadway, New York 19, N. Y.
Phone: JU 6-1496-7

President .....Kermit Schafer
General Manager.....Harry Lee
Treasurer .....Michael Louis
Office Manager.....Patricia Cullen

Services Offered: Live and film television productions, transcribed radio series and kinescope television series, specialtists in cooperative advertising also offers celebrity securing and prize procuring services.

BERNARD L. SCHUBERT, INC.

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0944

President.....Bernard L. Schubert

Services Offered: Talent, production radio and TV package management.

WALTER SCHWIMMER PRODUCTIONS, INC.—RADIO Features, Inc.

75 E. Wacker Drive, Chicago 1, Ill.
New York *Phone*: LExington 2-1791

President .....Walter Schwimmer
Director of Sales.....George Guyan
Sales Manager.....Bernie Crost
Program Director.....Arthur Pickens

Services Offered: TX and Radio package programs.

SCREENCRAFT PICTURES, INC.

341 W. 44th St., New York 36, N. Y.
Phone: CIrcle 6-8546

President.....J. S. Berkson
Vice-President.....B. H. Mills
Treasurer .....Edward Berkson

Services Offered: Distributors of 16 and 35 mm features and shorts.

SENTINEL PRODUCTIONS
(A Division of Sentinel Enterprises, Inc.)

5746 Sunset Blvd., Hollywood, 28, Calif.
(Nassour Studios)
Phone: HEmpstead 6828

President & Exec. Dir.....Earle R. Harper
Vice-Pres. & Treas.....A. G. Harper
Secretary.....David Griffith, Jr.
Producer-Director .....Ann Archer
Director .....Harry Mancke
Director of Photography....Chas. Straumer
Publicity Director.....Bill Keefe
Film Editor.....Robt. Belcher
Comptroller .....James Fair

Services Offered: Producing all types of TV package programs, travel, educational, religious and entertainment on film; 5-min. to 60-min. also TV commercials.

SERVICE UNLIMITED

360 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-5246

Sales Manager.....Charles O. Dabney
Production Director.....Lary Kurtze
Office Manager.....Jean Guild

Services Offered: Creative and production service for advertising agencies and sponsoring organizations. Complete radio and TV campaigns custom planned, promoted, merchandised and produced.

SESAC, INC.

475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365

President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
General Manager.....K. A. Jadassohn

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

FLETCHER SMITH STUDIOS, INC.

321 E. 44th St., New York 19, N. Y.
Phone: MUrray Hill 5-6626

President .....Fletcher Smith
Vice-President .....Charles Schettler
Secretary-Treasurer .....Peter Caldera

Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

THE SOUVAINE COMPANY

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-5666

General Partner.....Henry Souvaine
General Partner.....Howard L. Taylor

Services Offered: Producers of radio and TV programs.

STAR ENTERTAINMENT CORP.

214 W. 42nd St., New York 36, N. Y.
Phone: LA 4-3450

President .....Max Wolff
Secretary-Treasurer.....Robert Feldman
Television Production .....Mona Gross
Talent .....Al Roth

Services Offered: Production and packaging of radio and TV shows and all product services for agencies and stations. Scripts, talent, directors and casting consultants.

RICHARD STARK & COMPANY

125 E. 72nd St., New York 21, N. Y.
Phone: REgent 7-9608

Partners.....Richard Stark, Jane Troxell
Fashion Photog., Consultant....J. T. Stark
Design .....George Shealy

Services Offered: Consultation and/or production of Radio-TV commercials; radio-TV programs prepared and produced by request only; fashion and costume design for TV.

WILBUR STARK, INC.

510 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-1742

President.....Wilbur Stark
Executive Secretary.....Gloria McGrath

Services Offered: Personalities and programs for radio and television.

RICHARD STROUT PRODUCTIONS

Box 331, Hollywood 38, Calif.
Phone: Hemstead 8507

STANLEY
MURPHY
PRODUCTIONS
Producing for Television
"DIXIE DUGAN"
and
"FRONTIER DETECTIVES"
starring
VICTOR JORY
GENERAL SERVICE STUDIOS
HOLLYWOOD 38 CALIFORNIA
Phone: HOllywood 7-3111

President .....George C. Meacham
Exec. Prod.....Robinson Taylor, Jr.
Hollywood Prod. Mgr....James E. McKenzie
Sales Promotion Talent.....Doris Edwards
Services Offered: Complete production of custom made radio & TV programs and spots. Syndicated shows.

IRVIN PAUL SULDS, INC.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-7025
President.....Irvin Paul Sulds
Associate Producer.....Alice Pentlarge
Services Offered: Production of live and filmed TV programs.

TV PROGRAMS, INC.

10 Washington Place, New York 3, N. Y.
Phone: GRamercy 3-0123
President.....Edward Roberts, Jr.
Director of Sales.....Leonard Beckman
Services Offered: Package producers of live shows for TV. Also represent and furnish talent.

TAG-A-TUNE RADIO & TELEVISION, INC.

355 North Beverly Drive, Beverly Hills, Calif.
New York *Phone*: BRyant 9-9858
General Manager.....M. Jack London
Radio & Television Dir...Abbott B. London
Production Supervisor.....N. D. Altfeld
Services Offered: Syndicated and custom-made radio/television programs produced and distributed; advertising agency specializing in radio-television; packager of radio promotional campaigns; advertising-sales counsellors.

HAL TATE PRODUCTIONS

192 N. Clark St., Chicago 1, Ill.
Phone: FInancial 6-5450
President .....Hal Tate
Vice-Pres. & Sales Mgr.....Phil Fischer
Secy.-Treas.....Lucille E. Schall
Canadian Sales Mgr.....S. W. Caldwell
S. W. Caldwell, Ltd.
Simcoe House, 150 Simcoe St., Toronto, Canada
Phone: PL. 8727
Services Offered: Syndicated radio & TV package programs; also independent TV producer and consultant to advertising agencies (Chicago only) on TV shows. Current production, "Who's Talking."

THE TEE VEE CO.

(See TV Film Producers)

CY NEWMAN
"The House Detective"
The first TV show to merchandise buying and selling homes, also sells that which makes a house a home.
A CY NEWMAN PRODUCTION
221 West 57th St. N.Y.C.
PL 7-0550

"THE PLANET MAN"
Radio's ONLY space adventure show for local and regional sponsorship.
contact:
PALLADIUM RADIO PRODUCTIONS, INC.
445 PARK AVE. • NEW YORK 22, N. Y.
Phone PLaza 9-8644

TELECREATIONS BY NOVAK

344 W. 72nd Street, New York 23, N. Y.
Phone: TRafalgar 4-1999
Owner-Musical Consult..Frank J. Novak, Jr.
Manager, Charge of Radio/TV Formats
G. Kane Campbell
Radio/TV Producer.....John Gunn
Writers.....Paul Davis, Laura McGhee
Services Offered: Creators, producers of Radio/TV musical variety formats for local, regional or national sponsor. Musical consultants to advertising agencies.

TELEMOUNT PICTURES, INC.

(See TV Film Producers)

TELEVISION SCREEN PRODUCTIONS, INC.

(See TV Film Producers)

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 19, N. Y.
Phone: LUxemburg 2-3530
President..... .M. E. Moore
General Manager.....Norm Bart
Services Offered: A series of Christmas spot jingles featuring an outstanding quartet to attract Christmas shoppers on film for 15-20-30-second spot announcements, spots made to order for TV.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974
President.....J. P. Williams
Executive Vice-Pres.....Adna H. Karns
Vice-Pres. & Gen. Mgr.....John F. Hyle
Manager .....Claude Barrere
Services Offered: Building transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated.

TRANSFILM, INC.

(For complete listing see TV Film Producers)

TELEWAYS RADIO PRODUCTIONS, INC.

8949 Sunset Blvd., Hollywood 46, Calif.
Phone: BRadshaw 21447, CRestview 67238
President.....Charles A. Kennedy
Accounting Dept.....A. Corrigan
Services Offered: Transcribed programs, creation and production of custom-built talent or transcribed shows, creation and production of custom-built spot announcements, dramatized and singing commercials.

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

1 E. 54th St., New York 22, N. Y.
Phone: PLaza 5-9800
President.....John L. Clark
Services Offered: Television and radio writing, direction, production and packaging.

TRENDLE-CAMPBELL ENTERPRISES, INC.

1803 Stroh Building, Detroit 26, Mich.
Phone: WOodward 2-9184
President .....George Trendle
V. Pres. & Gen. Mgr. ....H. Allen Campbell
Secy. & Gen. Counsel....Raymond J.Meurer
Services Offered: Radio-TV production.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066
President.....Richard H. Ullman
Exec. V.-P.....Robert P. Mendelson
Production Mgr. .....Marvin A. Kempner
Services Offered: Spots, library of Jingles for local use. Barbershop Harmonies, the Beatrice Kay Show, Tune-O, Dollar Derby.

UNGER-LANDAU ASSOCIATES

101 W. 55th St., New York 19, N. Y.
Phone: COlumbus 5-8646
Associates..Oliver Unger, Harold Goldman, Marty Ross, Ely Landau
Services Offered: Distribution of feature films for TV; distribution of filmed programs made specifically for TV.

UNITED BROADCASTING CO., INC.

301 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-9144
President .....William L. Klein
Services Offered: Recording, Program and Spot production, Package Programs, Syndicated Transcriptions, Talent.

UNITED PRESS ASSOCIATIONS

220 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0400
Mgr. U.P. Movietonews.....Wm. C. Payette
Radio Manager.....John Madigan
Gen. Sales Manager.....Leroy Keller
Radio Shows Div. Mgr....C. Edmonds Allen
Services Offered: World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows; daily wire and film service for TV.

UNITED ARTISTS TELEVISION

(See TV Film Producers)

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: CIrcle 6-4675-6
President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Vice-President.....Elsie F. Valentine
Gen. Mgr., Secy.....Peter J. Riolo
Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

A LOCAL-SALES FORMULA

Showmanship + Smart Shows + Merchandising

By ROBERT W. FRIEDHEIM, Vice President,
World Broadcasting System, Inc.

WORLD BROADCASTING SYSTEM'S business for 1952 was 40% over that of 1951. And 1951 had been our record year. There is no better proof possible that local radio is stronger than ever because, of course, our business is local.

In 1952, local radio sales were up 7.1% and network sales were down 13.1%.

I predict that 1953 will be our greatest year not only because local radio will be better even than last year, but because of our expanded plans to build programs and sales features which will stimulate local sponsorship. We have never operated in the vain, empty hope that because radio was strong, we would be strong simply by reflection.

Even before television, we planned aggressive, imaginative, exciting releases because we knew that no matter how great radio is, it must be sold to make it profitable.

And no one is going to buy radio simply because it's there.

Local radio station salesmen want aids for selling, they want to be able to walk into a local sponsor with a plan, with a program that is tested and proved, with big names that attract audiences, and, in addition — merchandising and promotion aids with which the station can back up the program.

That is the combination which keeps our business climbing—showmanship plus smart, attractive program features plus hardhitting merchandising. With that combination, radio will continue to grow and the smart local radio station operator will find his business bigger even than ever.

But this requires more than lip service to merchandising. We're not competing with Chattauqua lecturers here, we're fighting for the audience with the most glamorous of all media, television. This kind of competition requires complete, well-planned merchandising—from point of sale merchandising to suggested tie-ins, to presentation material for advertisers, to public service campaigns, to special selling aids and to reports on other stations' success stories.

In other words—ammunition. No one ever shot any game with last year's record book.

Our climbing business proves two things: That local radio is booming, and that where it booms loudest is where you find it supported by strong merchandising and promotion.

Last year we gave our station subscribers selling tools which varied from "Bundle of Joy," a framework for announcing the arrival of new babies, to a "Go To Church" campaign, to a commercial sound effects feature. We also drew on the nation's excited interest in the political campaigns and produced a "Get Out The Vote" campaign.

These *sold*, as will one of our big features planned this year which I predict will hit a new high in combining smart programming, showmanship and merchandising.

The listeners are there. There are 44 million radio homes and 25 million car radios. Radio is not only strong, but it will grow and become stronger. It is up to the programmers to avoid like the plague listless programming unsupported by merchandising. This is inviting disaster.

Our subscribing station managers write to us continually reporting that with the help of our sales features their business is better than ever. They are not crying the blues as are some of the radio network officials. They know the business is there, but they also know that it has to be jumped for.

The available business includes not only large national advertisers who now bend an attentive ear to an attractive local program, but also advertisers new to radio. Both those groups, as well as those who have successfully used local radio for years are the ones we think of when we blueprint our programs.

These are smart businessmen. They aren't going to go into radio or stay in radio because it puffs their ego to be sponsors; they want to see their advertising dollars produce revenue. And there are more advertising dollars available than ever. It is up to us programmers to build sales tools to help the local station manager get his share of those dollars.

VIDEO EVENTS, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1668
President.....Julienne (Judy) Dupuy
Services Offered: Live TV programs, radio programs, TV commercials, consultants; specializing in children's shows.

V. I. P.

35 W. 53rd St., New York 19, N. Y.
Phone: PLaza 7-0130
President .....Bill Murphy
Vice-President .....Charlotte Morgan
Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows, servicing out?of-towners with reservations in hotels, theatre tickets and travel accommodations.

VIDEO PICTURES, INC.

(For complete listing see TV Film Producers)

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734
Director Producer.....Chick Vincent
Casting Director.....Norma Vincent
Services Offered: Package producers, program production, TV programs, live and film.

WOLF ASSOCIATES, INC.

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-7620
President, Gen. Mgr.....Edward Wolf
Vice-President .....Herbert Wolf
Exec. Producer-Dir.....Jack Rubin
Sales Manager .....Paul Ross
Services Offered: Radio-TV package production.

WYNN WRIGHT ASSOCIATES

17 W. 57th St., New York 22, N. Y.
Phone: PLaza 3-4417
Producer .....Wynn Wright
Manager .....Charles Granzow
Services Offered: Package radio and TV programs.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323
President .....Frederic W. Ziv
Exec. Vice-President.....John L. Sinn
V.P., Chg. of Prod.....Herb Gordon
V.-P., Chg. of Sales.....Alvin E. Unger
Treas. & Comptroller.....Joseph L. Moore
Services Offered: Network and transcribed programs.

ZIV TELEVISION PROGRAMS, INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700
Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
Vice-President.....M. J. Rifkin
Treasurer & Comptroller...Joseph L. Moore
Services Offered: Film programs.
Productions: "Favorite Story," "The Unexpected," "Boston Blackie," "The Cisco Kid," "Your TV Theatre," "Story Theatre," "The Living Book," "Yesterday's Newsreel," "Sports Album."

FELLOWS

(*Continued from Page* 35)

tion to re-write the Taft-Hartley Act, and the ultimate outcome here should have far-reaching effects upon labor-management relationships.

Already-felt manpower shortages continue to be a problem. Stations have come into existence at a faster rate than skilled workers have been produced, and the resultant problem is a very real one.

This problem was given serious consideration at the 1952 NARTB District Meetings; and from these came instructions that the Association do everything possible to encourage the nation's schools and colleges to afford proper training for young people in the radio-TV industry. As an initial step, NARTB has urged every state association of broadcasters to work with the educational institutions within their areas to achieve this goal.

By no means the least of the problems to be overcome by the media in 1953 are those involving legislation. This looms as a most active year for the law-makers at all levels—federal, state and municipal. For example, all but four of the state legislatures are in session this year, and it is certain that the industry will receive attention from each.

NARTB watches federal legislation vigilantly and willingly places its facilities and advisory services at the disposal of the members of Congress and the Congressional committees. In many instances this industry representation and cooperation has been instrumental in preventing unwise legislation—much of which is proposed simply through an ignorance of the industry itself rather than through a desire to impose unreasonable restrictions. Ours, therefore, is the task of "educating" law-makers in the complexities of the business of broadcasting. The industry will be aided materially if every broadcaster will make this his personal responsibility during the years ahead.

Yes, 1953 is certainly fraught with probelms. But it also promises the compensations of expanded economic stability, improved services to the audience and to the advertiser, and the continuing satisfaction of the opportunity to make substantial contributions to our democratic society through serving in the public interest, convenience and necessity.

"Super-Vision," "Columbia," "Microgroove," ®, ℗ Reg. U. S. Pat. Off. Marcas Registradas

TRANSCRIPTION

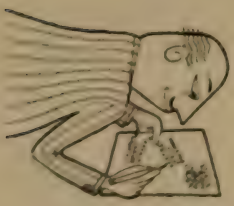
COMPANIES

•

Serving Radio And Television

Any way you figure...

RCA VICTOR Transcriptions serve buyers best!



Transcriptions of every description—Whether you buy for an advertising agency, a recording studio, public service institution or your own business, RCA Victor Custom Record Sales is set up to fill your every need. Just name it: audition discs, spot announcements, full length programs—10" and 12" microgroove; 12" and 16" standard groove . . .

Complete facilities, strategically located—Recording and re-recording, processing, pressing, shipping and handling are all part of RCA Victor service. Script-writing and complete radio production also available. And you get the benefit of the country's best-equipped studios and plants, the world's top engineers.

Fast service: large order or small—You can count on a delivery cycle timed to your orders. Regardless of size, every transcription order gets full attention and prompt handling every step of the way.

It adds up! Finest quality at a low, competitive price—The best of materials and most advanced methods team up with RCA Victor skill, to bring you a product that leads the industry in sound, uniformity, high-fidelity and appearance. All this is yours at a competitive price! Check with an RCA Victor Custom Record Sales office for electrical transcription service at its *best!*

RCA Custom Record Sales

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

TM.RS.

630 Fifth Ave.
Dept. D-10
New York 20, N. Y.
JUdson 2-5011

445 N. Lake Shore Dr.
Dept. D-10
Chicago 11, Ill.
WHitehall 4-3215

1016 N. Sycamore Ave.
Dept. D-10
Hollywood 38, Calif.
HIlleside 5171

TRANSCRIPTION COMPANIES

A-V TAPE LIBRARIES, INC.
730 Fifth Avenue, New York 19, N. Y.
Phone: PLaza 7-3091
President.....Joseph F. Hards
Services Offered: Full library of recordings on tape, recording, program production.

ALL-CANADA RADIO FACILITIES, LTD.
305 Victory Bldg., Toronto 1, Ont., Canada
Phone: PL 7691
President.....H. R. Carson
General Manager.....G. F. Herbert
Asst. Gen. Manager.....J. S. MacKay
Sales Manager.....F. W. Cannon
Services Offered: Representative for transcription companies.

ADVERTISERS RECORDING SERVICE, INC.
113 W. 57th St., New York 19, N. Y.
Phone: CIrcle 6-0141
(See detailed listing under Program Producers)

AFFILIATED PROGRAM SERVICE, INC.
535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881
President.....Paul F. Adler
Services Offered: Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

ALLENTOWN RECORD CO., INC.
10th & Walnut Sts., Allentown, Pa.
Phone: Hemlock 3-7405
President.....Sanford L. Wartell
Services Offered: Custom record pressings; long-play microgrooves in 45 and 78 R.P.M. phonograph records in materials ranging from pure black or cherry red vinylite through extended non-breakable to break resistant. All services.

ALLIED RECORD MFG. CO.
1041 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 9-5107
619 W. 54th St., New York 19, N. Y.
Phone: JUdson 2-3791
President.....D. K. Broadhead
Vice Pres. of Mgfr.....Sam Salzman
Comptroller.....J. S. Van Leer
Sales Manager.....Hal G. Neely
New York Div. Mgr.....K. R. Smith
New York Div. Asst. Mgr...Peter M. Rogers
Wash., D. C. Mgr. & Contr. Dir..W. S. Adams
Services Offered: Processing and pressing electrical transcriptions and phonograph records. All types, sizes, and speeds. Complete recording facilities available. Manufacturing plants in Hollywood and New York.

AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.
19 West 44th St., New York 18, N. Y.
Phone: MUrray Hill 2-4944
General Manager.....Robert A. Bories
Services Offered: Production of transcribed programs for food merchandising.

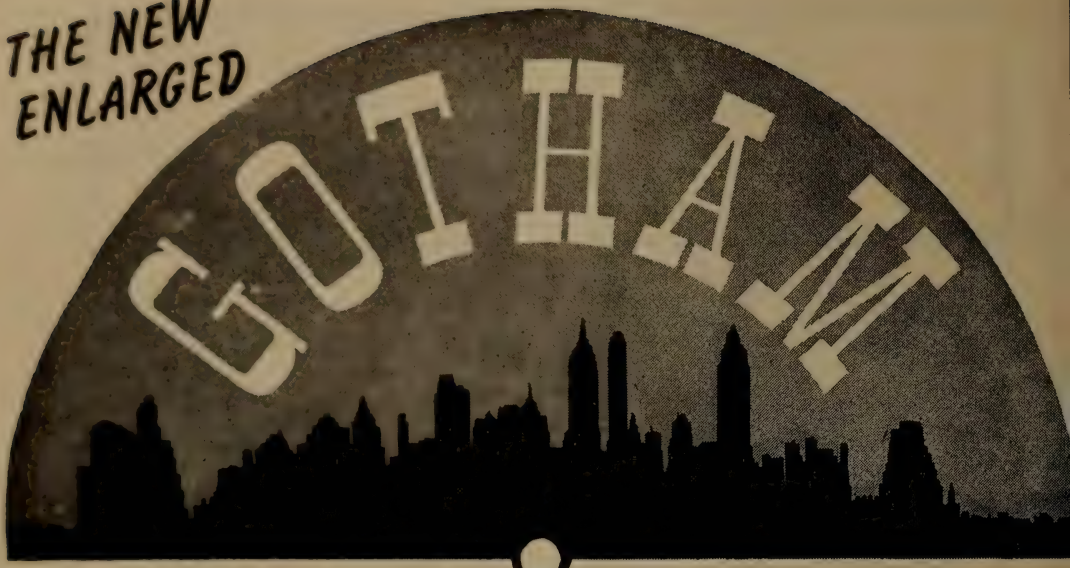
APEX RECORDING STUDIOS, INC.
119 W. 57th St., New York, N. Y.
Phone: PLaza 7-7067
President.....Robert E. Scheuing

ARTISTS RECORDING STUDIOS
15 West 10th St., Kansas City 6, Mo.
Phone: HA 6109
Owner.....Bill L. Godden
Engineer-Operator.....Bill L. Godden
Services Offered: Original or direct copy masters, TV sound production, phonograph record production, "custom built programs," spot announcements, air-checks, copies of disc, tape or wire, portable tape recordings, complete sound effects libraries, sync. cutting tables, script writers, talent files.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)
229 Fourth Ave., New York, N. Y.
Phone: ORchard 4-7400
Vice-Pres. & Gen. Mgr...Maurice B. Mitchell
Vice-Pres. & Treas.....John C. Andrus
Sales Manager.....Edward Hochhauser, Jr.
Services Offered: 15 different libraries of transcribed music for radio stations; special libraries of production music for TV. Special libraries for foreign stations, educational stations.

ATLANTIC AND PACIFIC BROADCASTING SYSTEM
2020 Pinehurst Rd., Hollywood 28, Calif.
Phone: GLadstone 6983
Vice-Pres. & Gen. Mgr.....Jack Parker
Prod. Mgr. & Asst. to V.-P.....Ray Bond
Executive Producer.....Garland Brunton
TV Producer & Chief TV Script Editor
Ross Van Nibroc

THE NEW ENLARGED



GOTHAM RECORDING CORPORATION ★ 2 WEST 46th ST. ★ NEW YORK

Lateral 33-1/3 RPM

Outside Start

NOW—MORE THAN EVER

THE *FINEST* EQUIPMENT

THE *BEST* PERSONNEL

THE *MOST* SERVICE

Proudly Announces the Completion of its Third Major Expansion in Three Years —

- 10 Studios (all sizes) . . Custom built Disc Lathes . . . Air Conditioned Editing Rooms . . .
- TV Film Sound . . . All combine to offer you the ABSOLUTE TOPS IN Recording.

Gotham Recording Corporation

2 WEST 46th STREET, NEW YORK 19, N. Y.

JUdson 6-5577

Herbert M. Moss, Pres.

Stephen F. Temmer, Vice-Pres.

Harry F. Landon, Gen. Mgr.

Services Offered: Transcription radio and TV network. Programs produced to order. Commercial copy service. Scripts to order. Associated with TV Films of America, Crest Film and TV Productions and Sight and Sound Productions, Ltd.

AUDIO-VIDEO RECORDING CO., INC.

730 5th Ave., New York 19, N. Y.
Phone: PL 7-3091

President.....Percy L. Deutsch
Vice-Pres.....T. J. Merson
Vice-Pres.....W. Oliver Summerlin
V.P., Treas., Asst. Secy.....Richard Rynd

Services Offered: Complete facilities for dramatic and musical recording and transcribing; 5 air-conditioned studios and control rooms; private tape editing rooms; experienced tape editing personnel on staff. Disc mastering with Fairchild and Scully lathes; custom constructed multiple tape copying (not a printing process) for mass duplication by re-recording from original tapes and discs; manufacturers of famous A-V Tape Libraries, Inc., pre-recorded magnetic tape music.

BELL RECORDING COMPANY

112 W. 89 St., New York 24, N. Y.
Phone: TR 3-4328-9

President .....Daniel Cronin
Vice-President .....Allen Weintraub
Chief Engineer.....Paul Marcus
Sales Representative....Richard S. Milbauer

Services Offered: Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove), N.A.B. Standard transcriptions for broadcast or audition. Remote and location recording for broadcast and film.

FORD BOND RADIO PRODUCTIONS

810 RCA Bldg. W., New York 20, N. Y.
Phone: CIrcle 7-2236

See detailed listing under Program Producers.)

CAPITOL RECORDS DISTRIBUTING CORP.

Studio and Rec. Sales Services Div.

5515 Melrose Ave., Hollywood 38, Calif.
Phone: HEmpstead 7114
N. Y. Phone: PLaza 7-7470

Vice-President.....Walter S. Heebner
Western Sales Rep.....Mel Angle
Eastern Sales Mgr.....Herbert I. Sachs
Production Mgr.....T. Clynton Elrod

Services Offered: Custom recording for records and television; mastering, processing and pressing; electrical transcription library and production music.

THE CARDINAL CO.

1459 N. Seward St., Hollywood 28, Calif.
Phone: GLadstone 8444

President.....Joseph F. MacCaughtry
Secretary-Treasurer.....Joseph T. Scott

Services Offered: Radio and TV productions, live and transcribed.

CENTURY RECORD MFG. CO.

160 West Olive Ave., Burbank, Calif.
Phone: ROckwell 9-1593

Owner.....James B. Keysor
Manager.....James B. Keysor, Jr.

Services Offered: Complete services for recording, processing and pressing electrical transcriptions and phonograph records. Licensed by Western Electric for lateral or vertical recording.

CINEMART INTERNATIONAL CORP.

322 E. 44th St., New York 17, N. Y.
Phone: ORegon 9-4430

President.....Varian M. Fry
Vice-President.....Walter T. Colquitt

Services Offered: Complete sound recording services, including auditions, air and line checks, phonograph masters, transcriptions for broadcast, shellac and vinylite pressings, film recording, tape and wire recording, location recording. Production of 35 and 16 mm. films for advertising, industry and TV.

COASTAL RECORDING CO.

136 W. 52 St., New York 19, N. Y.
Phone: CIrcle 6-3900

Manager .....Arthur Shaer

Services Offered: Complete recording and transcription service — two large air-conditioned studios, sound effects library, Hammond organs, celeste. Two small studios for spot announcements. A complete staff for foreign transcriptions. Ampex tape recording.

COLUMBIA RECORDS, INC.

799 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-7300

President.....James B. Conkling
Executive Vice-Pres.....Goddard Lieberson
Vice-Pres. Chg. of
Mfg. & Engrg.....James H. Hunter
Nat'l Sales Mgr.....E. Terry Southard
Vice-Pres. Chg. of
West Coast Op.....A. J. Schrade
Vice-Pres. Chg. of Sales.....Paul J. Wexler
Secretary.....Kenneth E. Raine
Treasurer.....W. G. Wilkin
General Auditor.....Arthur S. Padgett
Advertising Mgr.....Irving Townsend

Services Offered: Records, phonographs and attachments and transcriptions.

COLUMBIA TRANSCRIPTIONS

(A Division of Columbia Records, Inc.)

799 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-7300

General Manager.....Robert J. Clarkson
Senior Sales Rep.....Alden O. Carlson

JUDY CANOVA

DAVID ROSE

DICK HAYMES

MIMI BENZELL

RAYMOND MASSEY

MORE AND MORE SPONSORS ARE BUYING WO

WORLD STARS

The greatest names in show business . . . big, dramatic stars who are big box office nationally . . . are now available to local sponsors in an amazing quantity of top-quality shows!

WORLD ARTISTS

From hillbilly to Metropolitan Opera stars . . . America's leading vocalists and musicians are ready to provide stations with listening pleasure that's a pleasure to sell!

WORLD SPECIAL CAMPAIGNS

Attention-getting, sales-making . . . World's unequalled library of clever, catchy songs and special selling campaigns are designed for all types of sponsors . . . all types of occasions!

WORLD SCRIPTS

Every week . . . sparkling, new continuity is sent to stations to keep programs fresh for the listening audience . . . the buying audience!

WORLD ADVERTISING AIDS

Colorful, sponsor-selling broadsides . . . complete, audience-building promotional portfolios . . . and exciting, sales-clinching audition discs are provided by World to help stations sell!

MONICA LEWIS

WALTER HUSTON

ROBERT MAXWELL

THE THREE SUNS

RAY BLOCH

MORE AND MORE STATIONS ARE SELLING WORLD!

"In my opinion, you have the most complete and progressive service of its kind."

WMCA, New York, N. Y.
M. M. Fleischl
General Manager

"We wanted a service that our station could sell. We took WORLD and the results prove that we made a wise choice."

WKHM, Jackson, Michigan
Walter Patterson,
General Manager

"We've found that WORLD, plus production on the local level, spells SALES!"

KMOD, Modesto, California
Gene D'Accardo
Program Director

"We are delighted with WORLD. The reason is simple . . . we are making money with your service."

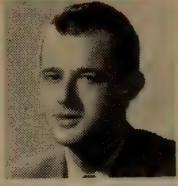
WABI, Bangor, Maine
Lee Gorman, Jr.
Manager

"We are indeed pleased with WORLD. It is definitely paying its way here plus a nice profit."

WLAG, LaGrange, Georgia
Edwin Mullinax
General Manager

ROBERT MONTGOMERY

EDDY HOWARD



ED McCURDY

WRITE, WIRE OR PHONE WORLD *TODAY* FOR BIGGER, BETTER AND MORE PROFITABLE PROGRAMMING *TOMORROW!*

WORLD

SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
An Affiliate of The Frederic W. Ziv Company
CINCINNATI HOLLYWOOD

CENTURY RECORD MFG. CO.

MANUFACTURERS OF PURE

VINYLITE

transcriptions and records

Complete Facilities For Dubbing From Tape

With Western Electric Vertical Or Lateral Cutting

Western Electric
RECORDING

Office and Plant

160 West Olive Avenue

BURBANK, CALIFORNIA

Telephone: ROckwell 91593

Sales Representative.....Carl Reinschild
Mgr., Order Serv. Dept.....Albert Shulman
Manager, Chicago Office.....Girard D. Ellis
410 N. Michigan Ave., Chicago, Ill.
8723 Alden Dr., Los Angeles 47, Calif.
Manager.....William A. Wheeler

Services Offered: Studio recording—disc and tape—for standard recordings and long playing microgroove. Manufacturing facilities for transcription and phonograph records, commercial and industrial records. Script and production service.

COMMODORE PRODUCTIONS AND ARTISTS, INC.

971 N. La Cienega, Hollywood 46, Calif.
Phone: HOllywood 9-8229

Pres. and Exec. Prod.....Walter White, Jr.
Associate Prod. .....Bill Heath
Production Mgr.....Vernon Keays
Coordinator .....Eleanor Payne
Casting Director.....Miriam Powers
Film Editor....Robert Warwick, Jr. (a.c.e.)
Art Director.....James Sullivan

Services Offered: Hopalong Cassidy, 104 episodes transcribed open-end for radio ½ hr.; "The Clyde Beatty Show," radio; transcribed open-end shows ½ hr.; TV 13 ½ hr. films in color; "Strolling Tom" 156 — 15 min. episodes; "Down Our Way" 26 — 30 min. episodes.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer-Composer.....Gordon M. Day
Producer-Director .....Carol Bulkley
Production Manager.....Edith Adelson
Treasurer.....Leo L. Reich

Services Offered: Specialists in writing, producing and recording singing commercials and spots of all types, and serving as radio-TV department for advertising agencies.

DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.
Phone: Columbus 5-2300

Mgr., Special Service.....Edward Strauss

Services Offered: Custom-built electrical transcription records.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.
Phone: PLaza 9-4500

President & Treasurer...Helen D. Kelleher
Vice-President .....Arthur Lubo
Vice-President.....Fred de Jaager
Secretary.....John Hughes Dwyer

Services Offered: Recording, program production and packages, talent.

FINE SOUND, INC.

Tomkins Cove, N. Y.
Phone: STony Point 6-2266

President.....C. Robert Fine
Chf. Record and Edit.....George Piros
Technician .....Stephen Robb

Services Offered: Recording, engineering and research.

FULTON RECORDING CO.

80 W. 40 St., New York 18, N. Y.
Phone: LAckawanna 4-7187

General Manager.....Rene J. Oulmann

Services Offered: Sound recording, tapes, discs. Ampex tape recorders; Separate facilities for cutting of masters and tape editing. Western Electric magnetic and optical film recorders.

MITCHELL GERTZ AGENCY, INC.

240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 4-5491

Owner .....Mitchell Gertz
Talent Head.....Harold Gefsky
Literary Head.....Joel Cohen

Services Offered: Packagers of Radio and TV shows—live, transcribed, or kiniscoped. Representing and servicing authors, actors, composers, directors, playwrights and other artists.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131

President-Gen. Mgr.....Harry S. Goodman
Vice-Pres.-Charge Sales.Everett F. Goodman
Vice-Pres.-Charge TV...Daniel R. Goodman
Secretary.....H. D. Knuth

Services Offered: Producer of syndicated transcribed radio shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GOTHAM RECORDING CORP.

2 W. 46 St., New York, N. Y.
Phone: JU 6-5577

President.....Herbert M. Moss
Vice-President.....Stephen F. Temmer
Comptroller.....Robert M. Volkell
General Manager.....Harry F. Landon

Services Offered: Six medium and large studios available—12 ampes tape machines—Heated stylus masters, TV, AM spots, high quality transcriptions. Writing and production staff available.

this year...you're going to need

RCA's *Thesaurus*

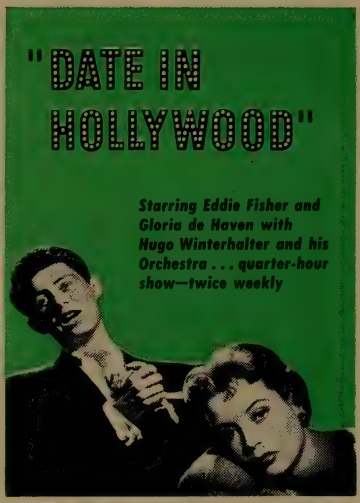
Why? Because in 1953, you'll need more sponsors and bigger audiences and—you can get both faster and easier—with RCA's Thesaurus

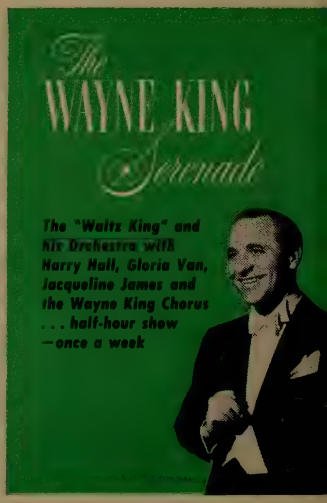
No need to tell you that the way to build bigger profits in 1953 is to do a more effective job for your advertisers. This means building bigger audiences for their messages.

There is need to have something different—something better to sell in programming.

That's why you need *Thesaurus*, the complete local programming service which gives you everything to boost local radio time sales. And because RCA's *Thesaurus* brings you top-talent, you can easily sell shows and make extra profits on talent fees.

So investigate *now* the ways in which *Thesaurus* can help build greater audiences and increased profits for your station. Contact your nearest *Thesaurus* representative for complete details.





Look at all you get!

BASIC LIBRARY: approximately 5,000 selections.

MONTHLY RELEASE: 52 or more new musical selections each month. Hit tunes well in advance of their popularity peak.

WEEKLY SCRIPTS: continuity for 31 program series — 80 individual shows. Holiday shows and other bonus productions.

PRODUCTION AIDS: voice tracks, theme music, tie-ins, cross-plugs, mood music, sound effects, vocal cues; and open-end time & weather jingles, commercial & shopping jingles; plus news, sports and feature program signatures.

SALES AIDS: Sponsor-selling brochures. Sales-clinching audition discs. Complete audience-building promotion kits — mats, photos, press releases — to publicize and merchandise *Thesaurus* shows locally.

FILING SYSTEM: In addition to storage cabinets, you get loose-leaf catalog, card index file, check list, record selection list.

this complete programming service...

YOUR TOP-TALENT THESAURUS LIBRARY!

- The Sammy Kaye Show
- Music by Roth
- The Tex Beneke Show
- The Singing Americans
- Hank Snow
- Artie Shaw
- Old New Orleans
- Fran Warren Sings
- Here's June Christy
- Music in March Time
- Vincent Lopez
- Concert Hall of the Air
- Church in the Wildwood
- Music of Manhattan
- Ridin' the Range

Thesaurus . . . the library that pays its own way with

80 top-talent shows . . . 31 program series — plus 5,000 musical selections and 52 releases per month!

And, again this year . . . as in every year . . . you can count on the New Era in *Thesaurus* to provide the biggest names . . . the most saleable shows . . . the most effective program aids . . . the most productive sales tools in the transcription library field.

Stations praise Thesaurus results . . .

"Sponsor very happy — Mail response increased appliance dealer's schedule of Thesaurus show from 3 to 5 times per week." **WFDF (Flint, Michigan)**

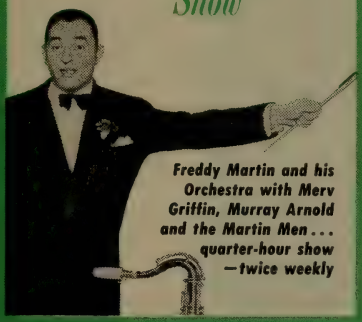
"We're getting a large enough talent fee from The Wayne King Serenade and The Hour of Charm to pay for your service." **WMT (Cedar Rapids, Iowa)**

"Sold 15 Thesaurus shows in 60 days—46 quarter-hours weekly. . . . Thanks for everything in helping us get started with Thesaurus." **KROS (Clinton, Iowa)**

SONS OF THE PIONEERS

An all-star, quarter-hour musical round-up of Western and Cowboy music at its best . . . five times weekly

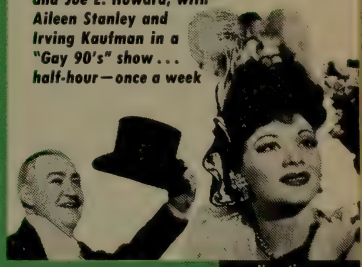
"the FREDDY MARTIN Show"



Freddy Martin and his Orchestra with Merv Griffin, Murray Arnold and the Martin Men . . . quarter-hour show —twice weekly

Music Hall Varieties

Starring Beatrice Kay and Joe E. Howard, with Aileen Stanley and Irving Kaufman in a "Gay 90's" show . . . half-hour—once a week



Thesaurus . . . "big-name shows for small-budget sponsors"

- Novatime
- A Festival of Waltzes
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- Claude Thornhill
- Ray McKinley
- Organaires
- I Hear the Southland Singing
- Slim Bryant and his Wildcats
- Jumpin' Jacks

recorded program services

Contact Dept. 11-10 at the Thesaurus office nearest you:

630 Fifth Avenue, New York 20, N. Y.
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445 N. Lake Shore Drive, Chicago 11, Ill.
WHitehall 4-3530

1016 N. Sycamore Ave., Hollywood 38, Cal.
HIllside 5171

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TMKS ®

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

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INDUSTRIAL
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Five complete recordings of the following libraries:

PAXTON — BOSWORTH — BRULL — ODEON —
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Also the largest selection of sound effects records in existence. Anything from a "cat's meow to a lion's roar" all on

MAJOR RECORDS

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Established 1932
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Phone: GRant 1-3696
President .....George Heid
V.P., Treas.....Margaret Heid
Chief Engineer.....Bob Davis
Musical Director.....Everett Neill
Services Offered: Recordings, transcriptions, package programs for radio and TV, film productions, air check for radio and TV, scripts, talent.

MARY HOWARD RECORDINGS
37 E. 49 St., New York 17, N. Y.
Phone: PLaza 8-2910
Owner .....Mary Howard
Chief Engineer.....L. MacDonald
Office Manager.....Gretchen C. Howard
Services Offered: Ampex Tape, Scully Lathe, Pic-Sync Generator for synchronizing tape to film—Studio, live, off-the-air recordings; Microgroove recordings, pressings.

FLORRIE JAYE
48 West 48th St., New York 36, N. Y.
Phone: JUdson 6-9734
Services Offered: Custom-built Radio & TV jingles, recordings.

ESTELLA H. KARN
49 W. 45 St., New York, N. Y.
Phone: LUxemburg 2-2170
Owner.....Estella H. Karn
Services Offered: Recording, program production and packages.

KASPER-GORDON, INC.
140 Boylston St., Boston 16, Mass.
Phone: DEvonshire 8-7357
Pres. & Pro. Dir.....Edwin H. Kasper
Treas., Com. Dir.....Aaron S. Bloom
Office Manager.....Robert W. Graham
Services Offered: Recordings, transcriptions, production, talent, scripts, jingles, syndicated programs, package shows.

KEYSTONE BROADCASTING SYSTEM, INC.
111 W. Washington St., Chicago, Ill.
Phone: State 2-6303
President (Dir.).....Sidney J. Wolf
Vice-President (Dir.).....Joseph Bayer
Vice-President.....Noel A. Rhys
Vice-President.....Edwin R. Peterson
Vice-President .....William Bayer
Secretary-Treasurer (Dir.).....Arthur Wolf
580 Fifth Ave., New York, N. Y.
Phone: PLaza 7-1460
V.-P., East. Sales Dir.....Noel A. Rhys
Acct. Executive....Charles A. Hammarstrom
Office Manager.....Eve Bannier
Director of Research.....Nicholas Gordon
111 W. Washington St., Chicago, Ill.
Phone: State 2-6303
President.....Sidney J. Wolf

Vice-President.....Edwin R. Peterson
Secretary-Treasurer .....Arthur Wolf
Dir. of Station Relations.....Blanche Stein
Traffic Manager.....Wyn Spangenberg
Office Manager.....Bertha Vincent
1330 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 3-2910
Vice-President .....William Bayer
Account Executive.....Henry G. Eschen
Account Executive.....Harry Roe

Services Offered: The Keystone Broadcasting System is a network which assists local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

During 1953, as in 1952, many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

LANG-WORTH FEATURE PROGRAMS, INC.

113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700
President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-President .....W. O'Keefe
Mgr. of West Coast Oper.....Hugh S. Allen
Station Relations.....Addison C. Amor

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom-built radio programs, both live and transcribed.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
N. Y. *Phone*: Dunkirk 4-4191
President.....C. P. MacGregor
Manager.....George R. Jones

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

MASTERPIECE RECORDING CO.

1 E. 54th St., New York 22, N. Y.
Phone: PL 5-9760

Owner-Mgr. .....Nathan Levy

Services Offered: Disc, tape and film recording. Studio and remote facilities. Microgroove and standard masters and pressings. Auditions, line checks and tape editing. Transcriptions and disc duplications.

FRED C. MERTENS & ASSOCIATES

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Globe 6-2135

Sales Manager.....George L .Price

Services Offered: 156 five-minute transcribed spots, Miracles of Faith, open in middle and at each end. 78 miracles of religious origin; 78 pertaining to political, social, and economic advancement of mankind.

M G M RECORDS

701 Seventh Avenue, New York, N. Y.
Phone: CIrcle 5-4820

General Manager.....Frank B. Walker
Advertising & Promotion...Sol Handwerger
Artist & Repertory.....Harry Meyerson

Services Offered: Popular and classical records, original movie-cast albums—78, 45, 33 1/3 r.p.m.'s.

CHARLES MICHELSON, INC.

15 West 47 St., New York 19, N. Y.
Phone: PLaza 7-0695

President .....Charles Michelson
Divisional Sales Mgr.....Ray Linton

Services Offered: Open end dramatic and musical transcribed feature programs. Gennett and Speedy-Q Sound Effect Libraries.

MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, Ill.
Phone: FI 6-4183

Owner.....Edwin M. Webb

Services Offered: Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape remotes. Tape editing. Master processing and pressing.

MORTON RADIO PRODUCTIONS, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-4144

President .....Morton Jacobson

Services Offered: "This Is the Story—TV," 53 fifteen-minute teleplays, all vignette stories about history, science, art, literature, music, etc., with an O'Henry-type ending.

MUSICOMMERCIALS

344 W. 72 St., New York 23, N. Y.
Phone: TRafalgar 4-1999

President .....Frank Novak
Radio-TV Producer.....John Gunn
Mgr., Writer.....Lewis Reid
Associate Producer.....Betty Marshall
Promotion Manager.....Richard Davis

Services Offered: Creators of live or transcribed radio and television spots and jingles. Overall production including talent, musicians and all mechanicals for the convenience of out-of-town agencies. Musical variety formats with mass appeal for both radio and TV.

MUZAK CORPORATION

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

President.....Harry E. Houghton
Exec. Vice-Pres.....Charles C. Cowley
Vice-Pres. & Treas.....John R. Andrus
Vice-Pres.-Nat'l Sales....Maurice B. Mitchell
Vice-Pres.-Spec. Svcs...Alexander B. Motenko
Secretary.....Anna M. Kerner

Wired Music Div.

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

Vice-Pres. N. Y. Oper.....Ethel W. Maclean
Vice-Pres. Chg. of Sales...Curt H. Pfenniger
Promotion Mgr.....Roger L. Thaxter

Associated Program Service Div. Radio Libraries and TV Film

237 W. 54th St., New York 19, N. Y.
Phone: PLaza 7-7700

Vice-Pres. & Gen. Mgr...Maurice B. Mitchell
Sales Mgr.....Edward Hochhauser

Technical Research and Engineering Div.

229 Fourth Ave., New York 3, N. Y.

Vice-Pres.....Emil F. Hembrooke

Fine Sound Inc.

TOMKINS COVE, N. Y.

STONY POINT 6-2266

"Craftsmanship in Recording."

. . . the mark of an "old pro"

It takes years to develop the ability to produce the highest degree of skill under the most exacting pressure. This is the mark of the professional.

We at Radio Recorders are "old pros" when it comes to high fidelity sound recording. Our skill never suffers under pressure.

For 16 years Radio Recorders has followed a basic policy of concentrating on the technical improvement of sound recording in all forms. The result is perfection in all departments.

As the largest independent recording organization in America, Radio Recorders only interest is to perfect sound quality, and to keep clients secure in the knowledge that their efforts will be recorded with the highest fidelity possible . . . by the best "old pros" in the business.

RADIO RECORDERS

J. JOS. SAMETH, V.-Pres.
HEMPSTEAD 3282
7000 SANTA MONICA BLVD., HOLLYWOOD 38, CALIF.

TRANSCRIPTIONS

NOLA RECORDING STUDIOS

1657 Broadway, New York, N. Y.
Phone: PL 7-4870

Steinway Hall, 113 W. 57 St., New York, N. Y.
Phone: JU 6-0040

President.....Vincent J. Nola
Vice-President.....Vincent T. Nola
General Manager.....Thomas Nola
Chief Engineer.....Stanley Bumbly
Mgr. Film Prod. Facilities.....Peter Wilde

Services Offered: Film-Tape-Disc transcriptions for TV, Radio, Industry and Education—Studio and Location. Shooting facilities — Masters — Processing and pressings — Tape Duplication. Air and Line checks.

PALMETTO BROADCASTING SYSTEM

Transcription Division of

THE HALL BROADCASTING AND TELEVISION COMPANY, INC.

Anderson, S. C.
Phone: 3802

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Sales Manager.....Paul H. Benson, Sr.

Services Offered: Network and Transcription Productions for Radio and Television. Sound Film Recordings.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

President.....Frank J. Starzel
Vice-Pres., Mgr.....Oliver Gramling

Services Offered: Sports Star Special—a 15-minute interview and dramatization of personalities who are the "who's who" of the sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Globe 6-2135

President.....George Logan Price
Sales Manager.....S. M. Lauch

Services Offered: Radio transcriptions of morale-building, constructive, open-end 15- and 30-minute programs. Scripts, ideas, commercial tie-ins, production, and advice on talent availabilities. (Not a talent agency.)

RCA VICTOR CUSTOM RECORD SALES DIV.

630 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-5011

Vice-Pres., Gen. Mgr.....Paul A. Barkmeier
Manager.....James P. Davis
Artist & Repertoire Mgr.....Ben Selvin
Advtg. & Prom. Mgr.....Bennett S. Rosner

Custom Record Sales Sections

Manager.....D. J. Finn
Chicago Manager.....A. E. Hindle
Hollywood Manager.....R. C. Bucholz
N. Y. Mgr. Orders & Service
Richard E. Bylandt
N. Y. Sales Rep. (Phonograph Records.....Ralph C. Williams
N. Y. Slide Film Rep.....Marjorie Tahaney
N. Y. Sales Rep.....James R. Cunnison
Chicago Sales Rep.....Geoffrey B. Bennett

Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services

Sales Manager.....A. B. Sambrook
Central Sales Manager....William F. Reilly
Western Sales Manager.William C. Gartland
Northeastern Sales Rep.....George Field
Southeastern Sales Rep...Henry A. Gillespie
Central Sales Rep.....Gregory Reeser
Southwestern Sales Rep.....Robert Fender
Mgr. Sales Service.....Walter R. Seifert
Mgr. Comm'l Resreach.....Donald D. Axt

Services Offered: THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows).

Studios and Regional Offices
630 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-5011

445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3530

1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: HIllside 5171
522 Forsythe Bldg., Atlanta 3, Ga.
Phone: Walnut 5946
1907-11 McKinney Ave., Dallas, Texas
Phone: Riverside 1371

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 36, N. Y.
Phone: JUdson 2-5130

Executive Director.....Oliver W. Nicoll
Assoc. Dir. of Svcs.....Sandra Munsell
Mng. Dir. of Prod.....J. H. Macdonell

UNITED RECORDING LABS.

TAPE — DISC — STUDIOS
Editing

1650 Broadway
New York 19, N. Y.
CI 7-3718-2089

M·G·M Records

The Greatest Name
In Entertainment
78 RPM
45 RPM
33 1/3 Long Playing Records
Leader In The Field Of
Movie Sound Track Albums

Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

RADIO RECORDERS

7000 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HEmpstead 3282
Chair. of Bd., Secy. & Treas.....H. DeVoe Rea
President.....G. Howard Hutchins
Vice-Pres.-Sales.....J. Joseph Sameth
Vice-Pres.-Engineering.....H. L. Bryant
Vice-Pres.-Production.....E. F. Dummel
Services Offered: Strictly a custom recording studio. Complete facilities for tape or disc recording and processing; any size or speed. Tape duplicating a specialty. Five completely equipped studios.

RADIOZARK ENTERPRISES, INC.

606 St. Louis St., Springfield, Mo.
Phone: 2-4422
Vice-President, Mgr.....E. E. Siman, Jr.
Vice-President, Mgr.....John B. Mahaffey
President.....Ralph D. Foster
Mgr. Chicago Office.....Wm. K. Ermeling
Services Offered: Program Production and Package Syndication. Transcribed vehicles for network and local advertiser and spot-station advertiser. Currently providing shows for one network and 550 independent outlets. Talent representation also.

REEVES SOUND STUDIOS, INC.

304 E. 44 St., New York 17, N. Y.
Phone: ORegon 9-3550
Vice-Pres.....Chester L. Stewart
Chief Engineer.....Lyman J. Wiggin
Services Offered: Recording.

ROCKHILL RADIO RECORDING

18 E. 50 St., New York 22, N. Y.
Phone: PL 9-7979
President.....Stanley J. Wolf
Sales Manager.....Emanuel H. Wolf
Recording Manager.....Leo L. Launer
Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television recordings; Tape recordings.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365
President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
General Manager.....K. A. Jadassohn
Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

PROVEN*
QUALITY

COASTAL RECORDING COMPANY, INC.

136 West 52nd Street
Circle 6-3900 New York 19, N. Y.

Fine quality — dependable, rapid service — experienced personnel — have resulted in a representative clientele.

* Proven by the repeated patronage of New York's finest advertising agencies.

ARTHUR SHAER, Managing Director

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1600 Broadway, New York, N. Y.

Phone: CIrcle 6-6915

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Associate Producer.....Robert Sloan
Musical Director.....Skitch Henderson
Associate Producer, West Coast Rep. Albert Kelley
Gen. Business Mgr.....Melville Ruick
Designer .....Charles Carlotti

Services Offered: Creators, Producing Contractors, Adapters and consultants to package show producers, advertising agencies or sponsors. Production facilities in New York, Florida and Hollywood. National Television, theatrical, non-theatrical distribution in United States, Canada, Mexico, and South America.

HARRY SMITH RECORDING STUDIOS, INC.

48 W. 48th St., New York 36, N. Y.

Phone: JUdson 6-2893

Services Offered: Full studio facilities, air checks, transcriptions, phonograph records.

K. R. SMITH (Division of) ALLIED RECORD MFG. CO., INC.

619 W. 54 St., New York 19, N. Y.

Phone: JUdson 2-3791

Gen. Mgr.....K. R. Smith
Sales Mgr.....Peter M. Rogers

Services Offered: Processing, pressing, shipping and handling all sizes and types of transcriptions and phonograph records. Recording studio available.

SONG WRITERS' COOPERATIVE, INC.

2261 Earl St., Los Angeles 39, Calif.

Phone: NOrmandie 1-0845

Business Manager.....Harry Henderson
President .....Dorothea Towne
Vice-President .....Bill Cody
Secretary .....Sally Weightman
Secretary .....Bob Stifel
Music Director.....Frank Hemmerlein
Music Supervision.....Kenneth Howell

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill.

Phone: CEntral 6-5275

Owner.....L. S. Toogood

Services Offered: Transcription service and magnetic tape duplicating.

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36, N. Y.

Phone: LUx. 2-3530

President.....M. E. Moore
General Manager.....Norm Bart

Services Offered: A series of Christmas Spot Jingles featuring an outstanding quartet to attract Christmas shoppers on film for 15-, 20-, 30-second spot announcements, spots made to order for TV.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.

Phone: 2-4974

President.....J. P. Williams
Executive Vice-Pres.....Adna H. Karns
Vice-Pres. & Gen. Mgr.....John F. Hyle

Services Offered: Open-end Transcriptions.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.

Phone: CLeveland 2066

President.....Richard H. Ullman
Exec. V. P.....Robert P. Mendelson
Vice-President.....Marvin A. Kempner

Services Offered: Create, wire and produce radio programs and announcements, selling

Western's Your Best Bet!

for

CUSTOM RECORDING

- **TAPE**
- **DISC**
- **EDITING**

Western Recorders

6000 SUNSET BOULEVARD

HOLLYWOOD 28, CALIFORNIA

direct to radio stations and advertising agencies, Producers of "Spot-Lite-Spots" "The Beatrice Kay Show," "Jingle-Library," "Musical Tune-O," "$Dollar Derby$," "Barbershop Haromnies," "Joe McCarthy Speaks," and taolired jingles.

UNITED BROADCASTING COMPANY, INC.

301 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-9114
Gen. Mgr. & Chief Producer..Wm. L. Klein
Assistant Manager.....John Bruun
Chief Engineer.....John Just
Services Offered: Transcribing "Judy & Jane," "The Lutheran Hour," "Tell Me, Doctor," spots, musical jingles.

UNITED RECORDING LABS.

1650 Broadway, New York 19, N. Y.
Phone: CI 7-2089, 3718
Partners.....George Adams, Anita Smith
Services Offered: Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks. Studios for radio and TV.

UNIVERSAL BROADCASTING SERVICE, INC.

205 Union Savings Bank, Boston 16, Mass.
Phone: LIberty 2-9293
President.....Richard L. Colten
Exec. Vice Pres.....P. C. Huellmantel
Vice Pres.-Sales.....Kenneth E. Heinz
Vice Pres.-West Coast.....W. L. Gleeson
Sec.-Treas.....John L. Mayer
Exec. Sec.....Patricia A. Griffin
Vice Pres., Chief Eng....Michael Pesanelli
New York Representative..U. Brent Groves

UNIVERSAL RECORDERS, INC.

6757 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-8282
President.....Arthur B. Hogan
Services Offered: All types of recording on acetate, magnetic tape and magnetic film for transcription, phonograph records and film use. Complete 16 mm. dummy setup with interlock and facilities for recording 16 mm. and 17½ mm. magnetic. Substantial vinylite pressing business done also.

UNIVERSAL RECORDING CORP.

111 E. Ontario St., Chicago 11, Ill.
Phone: MI 2-6465
President.....Milton T. Putnam
Vice-President.....A. B. Clapper
Secretary-Treasurer.....Robert A. Weber
Office Manager.....Belinda Richmond
Controller .....Tony Parri
Services Offered: Recording, transcriptions, package programs, masters and pressings.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-4675
President.....Thomas J. Valentino
Vice-Presidents.....Michael T. Valentino, Elsie F. Valentino
Gen. Mgr. & Sec.....Peter J. Riolo
Services Offered: Mood music for TV.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HE 6811
Owner.....H. Dixon McCoy
Services Offered: Tape and Disc. Recording-Assembly and Editing. Radio Broadcasting from our Studios.

HAL WILSON PRODUCTIONS

442 Westbourne Drive, Los Angeles, 48, Calif.
Phone: CRestview 5-6914
Owner .....Hal Wilson
Services Offered: Live and Transcribed Radio Shows. TV Films, Live TV packages. General production services for agencies.

WMGM RECORDING STUDIOS

711 Fifth Avenue, New York 22, N. Y.
Phone: MUrray Hill 8-1000
Director.....B. Lehhar, Jr.
Gen. Mgr.....F. Roehrenbeck
Services Offered: Complete facilities for studio recording tape and disc. Ampex tape recorders, Scully lathes, Fairchild cutting machines and all associated equipment of the same high quality. Six studios of various sizes all air-conditioned. Audience seating of 300 in largest studio.

WORLD BROADCASTING SYSTEM

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700
President.....John L. Sinn
Vice-President.....Frederic W. Ziv
Vice-President.....Robert W. Friedheim
General Manager.....Richard Lawrence
West Coast Manager.....Maynard Marquard
Services Offered: World Program Service Library. Library programs and custom built shows.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323
President.....Frederic W. Ziv
Vice-President (Executive)...John L. Sinn
Vice-Presidents.....Alvin E. Unger, Herb Gordon
Treas. & Comptroller.....Joseph L. Moore
Services Offered: Network and transcription Productions, package shows.

Play and Story

★ ★ BROKERS ★ ★

☆

Los Angeles, Calif.

Bentel, George
6606 Sunset Blvd.....GRanite 8608

Bergerman Agency
141 El Camino Dr., B. H.....CRestview 6-4124

Bloom, Phil, Agency
416 N. Bedford Dr.....CRestview 6-1339

Elwood, Maren, Agency
4949 Hollywood Blvd.....OLympic 4786

Famous Artists Corp.
9441 Wilshire Blvd.....CRestview 1-5222

French, Samuel, Inc.
7623 Sunset Blvd.....HEmpstead 3146

Goldstone, Nat C.
9121 Sunset Blvd.....CRestview 6-1071

Jaffe, Sam, Inc.
8553 Sunset Blvd.....CRestview 6-6121

Herzbrun, Walter, Agency
9009 Beverly Blvd. (36)....CRestview 6-4157

Irwin, Lou
9165 Sunset Blvd.....CRestview 1-7131

Kohner, Paul, Inc.
9169 Sunset Blvd. (46).....CRestview 1-5165

Literary Corp. of America
915 N. La Cienega Blvd. (46)
CRestview 5-7494

Mack & Levene Agency
9128 Sunset Blvd.....CRestview 1-2141

Morris, William, Agency
202 N. Canon Dr., Bev. Hills.CRestview 1-6161

Music Corp. of America
9370 Santa Monica Blvd., B. H.
CRestview 6-2001

Orsatti & Co.
211 S. Beverly Dr.....CRestview 6-6241

Preminger, The Ingo, Agency
204 S. Beverly Dr., B. H.....CRestview 6-8775

Ring, S. E.
1654 Cherokee.....GRanite 6412

Shurr, Louis, Agency
327 N. Rodeo Rd., B. H.....CRestview 1-1116

Small, Paul
448 S. Canon Dr., B. H.....CRestview 1-5246

Swanson, H. N., Inc.
8528 Sunset Blvd.....CRestview 1-5115

Winckler, D. M.
9606 Santa Monica Blvd., B. H.
CRestview 1-7244

New York, N. Y.

American Play Co.
522 Fifth Ave.....MUrray Hill 2-0156

Bartsch, Hans
522 Fifth Ave.....MUrray Hill 2-0156

Brandt & Brandt
101 Park Ave.....MUrray Hill 3-5890

Brown, Curtis, Ltd.
347 Madison Ave.....MUrray Hill 6-6170

Century Play Co., Inc.
522 Fifth Ave.....MUrray Hill 2-9145

Fishbein, Frieda
11 W. 42nd St.....LOngacre 5-1379

French, Samuel
25 W. 45th St.....LUxemburg 2-4700

Hayward, Leland, Ltd.
250 W. 57th St.....JUdson 6-2580

International Literary Bureau, Inc.
11 W. 42nd St.....LOngacre 4-5576

King, Eleanor
19 W. 44th St.....MUrray Hill 2-6390

Leonard, Claire & Carl Cowl
516 Fifth Ave.....MUrray Hill 7-6782

Lyons, A. & S., Inc.
515 Madison Ave.....PLaza 3-5181

Matson, Harold
30 Rockefeller Plaza.....CIrcle 6-2750

Morris, William, Agency, Inc.
1270 Ave. of the Americas.....JUdson 6-5100

Pauker, Dr. Edmond
1639 Broadway.....COlumbus 5-1726

Reynolds, Paul R. & Son
599 Fifth Ave.....MUrray Hill 8-4767

Salisbury, Leah
234 W. 44th St.....LAckawanna 4-8628

Taylor, Ethel C.
55 W. 55th St.....CIrcle 5-8620

Writers Workshop, Inc.
280 Madison Ave.....LExington 2-9873

RADIO-TV's PATRIOTIC ROLE

(*Continued from Page* 89)

heart-warming aspects to this story. First, the listeners and viewers of America have demonstrated in convincing fashion their loyalty to and reliance upon radio and TV. Second, broadcasting has added a new chapter to its 30-year record of public spirited good citizenship. And third, one cannot help but feel that the unparallelled coverage given to the conventions, the campaign, and the issues by TV and radio have created in the citizen a new feeling of closeness to political decisions and a more active desire to have a part in them."

With a vast audience assured by the success of the get-out-the-vote campaign, both parties settled down to the serious business of putting into operation one of the most intensified time-buying drives in history.

It is estimated that the national political organizations and their supporters spent more than $6,000,000 for radio and television time during the campaign, with the Republicans signing up for the lion's share of this total.

The surge of spending brought with it the obligation on the part of the two industries to exercise the ultimate in fairness in handling the campaigns, an obligation which was fulfilled in a manner which brought universal approbation.

Praise of the industries' efforts in this direction was paid by Paul A. Walker, chairman of the Federal Communications Commission, at the close of the campaign.

Walker, in an appearance before the special House of Representatives committee which looked into campaign expenditures, told that group that the Commission had received no evidence that either the radio or television industry, or the commercial sponsors of the programs aired by those industries, had favored any candidate or party. Reports indicated, he said, that the stations and networks had exercised every effort to play fair with all candidates, not only for the national, but also for the state and local offices as well.

The balloting took place on Tuesday, November 4. The inauguration of General Eisenhower as the 34th President of the United States was held on Tuesday, January 20. Both were red letter days in the radio and television industries. With public interest at a fever pitch, the audience for each of the media was probably greater than at any other time in history.

Mighty preparations for coverage of the balloting were made by the major networks.

NBC opened its facilities at 8 p.m. with a running story of the balloting. George Hicks and Merrill Mueller gave listeners full returns as well as vote analyses, while Richard Harkness kept listeners informed on gubernatorial and Senatorial contests.

For TV, Bill Henry, veteran of the Chicago convention, provided the running story as developments unfolded. John Cameron Swayze acted as "presidential reporter" for the televiewers.

CBS election headquarters at 15 Vanderbilt Avenue was a compact, complete co-ordination of radio and TV, with some 500 staffers working within the confines of three adjoining studios. TV was housed in the larger studio, a beehive of continuous activity from 8 p.m. onward, giving well-integrated, up-to-the-minute coverage via scoreboards on Presidential, gubernatorial and Senatorial returns, with the web's top commentators, Walter Cronkite, Ed Murrow, Lowell Thomas and Doug Edwards holding forth, aided by a 20-member staff of statisticians under the direction of John Burke, together with a highly geared staff of newsmen and other CBS personnel—all co-ordinated by Don Hewitt.

The AM headquarters of CBS was directly behind the bustling TV beehive. Fourteen teletype machines serviced both radio and TV in a night-long schedule.

ABC Radio and Television started coverage of the balloting promptly at 8 p.m., with such luminaries as Walter Winchell, John Daly, Drew Pearson and Elmer Davis spearheading the network's operation. For tabulating purposes the network used IBM machines and a special staff of personnel numbering some 300. Total staff

used by the network from studios in New York, Chicago and Hollywood totaled more than one thousand.

The newsroom of the Mutual network, while achieving a peak of activity, was at the same time a model of smooth operation. Under the direction of Milton Burgh, Mutual's director of news, batteries of teletype machines fed bulletins to a full staff in program operations, with Hal Wagner at the helm, and to control, under Art Feldman, director of special events.

At 8 p.m., starting time of the Chevrolet sponsorship of the broadcasts, Mutual gave the "box score" existing at that time. Then Fred Vandeventer, anchor man of the MBS team, launched into a report of late returns. Within the next quarter hour the network had switched to seven cities throughout the East, South, New England and midwest for election news from those sections. Coverage was given to General Eisenhower's headquarters in New York's Hotel Commodore as well as to Stevenson headquarters in Springfield, Ill.

The Du Mont network, in a tie-up with the New York Journal American, gave its adherents an all-video picture of the event. Frank Conniff, popular "Journal" columnist, and Sanford Stanton, noted political editor, were featured on the WABD-Du Mont "Election Roundup," giving viewers accurate analyses of the voting trends.

The five major networks each received a "Bill of Rights Award" from the American Heritage Foundation for their work in the get-out-the-vote campaign. The networks so honored by the Foundation were ABC, CBS, Du Mont, Mutual and NBC.

As the tumult and the shouting of the election died, the nation's viewers and listeners leaned back and enjoyed a breathing spell while looking forward to the inauguration of "Ike," which was held in Washington on Tuesday, January 20.

It is estimated that most of the country's 158 million people saw the inaugural ceremony on television or heard it on the radio. There are an estimated 110 million radio sets in the nation, and more than 21 million television receivers.

The radio networks and the independent stations carried the inaugural to all sections of the country, while 125 TV stations in 75 cities gave a sight-and-sound coverage to upward of 75 million viewers.

The leading role which radio and television played in the recent election poses at once the question "What of the future"? The basic processes of nominating —and electing—a President may undergo radical revisions in the light of recent events.

A conservative estimate of TV coverage reveals that the more than 21,000,000 receivers are normally watched by approximately 70 million persons, putting telecasts within range of 75 per cent of the population at the present time. And this percentage is being enlarged daily.

The rapid rate of this advance can be appreciated when it is recalled that when Mr. Truman took office four years ago there were only 800,000 TV sets in range of the pooled telecast which reported his inauguration. The 21 million receivers available in 1953 represents an increase of more than 2,600 per cent in only four years. What this figure will be in 1956 can be only a matter of conjecture.

Radio and television broadcasts of the recent campaign pointed up the possibility and feasibility—the necessity, in fact—of shortening the campaign period. Obviously, the days of the "stumping" candidate are over. The striving, and jockeying, for political advantage, which consumed almost a year, has been made archaic by the advances of radio and TV.

The waste-time, waste-motion, waste-money character of the political nominating conventions was brought home forcefully to those who pay the bills by the all-revealing eye of the television camera. Here again the need for correction has been made painfully clear.

In 1956, with virtually 100 per cent of American homes reached by radio, and with, possibly, 90 per cent within video range, the people of the nation will be brought face to face, so to speak, with their candidates for leadership. An entirely new era in political life will have been born.

This industry is fortunate indeed that it is the instrumentality whereby this revolutionizing development will most surely result in a clearer-thinking, a better-educated political America.

OPERATION SUCCESS!

with du mont telecasting equipment

The rich heritage of over 12 years' experience in the design, manufacture and use of telecasting equipment is reflected in every piece of Du Mont equipment today. This experience results in equipment without peer for performance, dependability and operating economies.

Du Mont-equipped stations were among the first to "break into the black" a few years ago. Today a roster of the most successful stations in the television world shows an impressive percentage of partial or 100% Du Mont-equipped operations.

It was Du Mont who first advocated the "Grow As You Earn" basis of station equipment. This has paid dividends to the many stations who recently increased their transmitting power through the Acorn-to-Oak Series Transmitters. Such power increases were achieved with no loss of "time on the air" or loss of former equipment.

Truly, a Du Mont-equipped TV station exemplifies OPERATION SUCCESS!

DU MONT Television Transmitter Division,

Allen B. Du Mont Laboratories, Inc., Clifton, N. J.

RADIO-DAILY TELEVISION DAILY

Presents

1953 TELEVISION YEAR BOOK

SIXTEENTH ANNUAL EDITION

JACK ALICOATE
Editor-in-Chief

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EASTMAN

MOTION PICTURE FILM

FORT LEE CHICAGO HOLLYWOOD

TELEVISION—1953

FORGING ahead with boundless enthusiasm the television industry in this year 1953 is on the threshhold of an era of electronic expansion unprecedented in the history of communications.

☆

THIS edition of the Television Year Book is replete with information attesting to the giant strides video has made during the past year as well as to the planning for the future. It is an up-to-the-minute chronicle of a year of startling progress of the sight-and-sound medium.

☆

THE facts, figures and opinions embodied in this edition bear testimony to the creative forces which brought this modern miracle to the nation. This volume is your record of accomplishments.

☆

TO the men and women of television we express our appreciation. Your interest and contributions have made this edition a priceless reference volume. Again, we thank you.

JACK ALICOATE
Editor-in-Chief

As the curtain goes up on another successful year of the TELEVISION PLAYHOUSE, Philco broadcasts its sincere appreciation to all the talented actors, actresses, writers and technicians whose work has established the PLAYHOUSE as television's outstanding dramatic program.

PHILCO TELEVISION PLAYHOUSE

Sundays • 9-10 P.M. E.S.T. • NBC-TV

TV CODE

OF THE NARTB

Is your Television set outmoded?

(THE NEXT FEW MINUTES WILL TELL YOU)

Here are eight pertinent questions you should ask yourself about your present television set. Get a pencil and answer them now.

YES NO

☐ ☐ **Got a small picture?** The new Zeniths have big 17, 21 and 27-in. pictures, fine grain pictures with sharp, clean contrasts.

☐ ☐ **Is your cabinet an eyesore?** Every new Zenith is a fine piece of furniture in its own right. 22 models to choose from, styles for every taste.

☐ ☐ **Has your set a flat, tinny tone?** Big speakers and precision-engineered FM sound systems make the sound of a new Zenith as matchless as the Zenith picture.

☐ ☐ **Has your set an awkward tuning system?** You tune a Zenith, both sound and picture, with just one knob. You get perfect reception on every channel, UHF or VHF, pre-tuned for your location.

YES NO

☐ ☐ **Do you anticipate UHF troubles?** Any Zenith ever built can be readied for UHF in 15 minutes without taking the chassis out of the cabinet, without converters.

☐ ☐ **Does interference blur picture and sound?** You can lock out interference with the Zenith Fringe Lock. It keeps the picture from wobbling and rolling, too!

☐ ☐ **Got fringe area "snow?"** When tested in 17 difficult fringe areas the new Zenith million-dollar chassis gave 25% better reception than any leading make tested against it.

☐ ☐ **Do you get reflection and glare on the screen?** A special development eliminates room reflection and glare at eye level on the new Zenith models.

IF you've answered "Yes" to 2 or more of the above questions, it's pretty good proof that your set is out of date—robbing you of a lot of TV enjoyment. And it means that you'd better make a bee-line for the nearest ZENITH TV DEALER.

The Tudor
17-inch screen $199.95*

*Manufacturer's suggested retail prices are shown and include Federal Excise Tax as well as Parts and Tube Warranty. West Coast and Far South prices slightly higher.

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Quality TV

and start to enjoy television

ZENITH RADIO CORPORATION, Chicago 39, Ill.
Backed by 33 Years of "Know-How" in Radionics® exclusively. Also makers of fine hearing aids.

COPR. 1953

THE TELEVISION CODE OF THE NARTB

PREAMBLE

TELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

THE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

THE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

TELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

IN ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

(Continued on Page 808)

Fresh! Vigorous!

TRULY THE

MOST MAGNIFICENT SERIES

OF TELEVISION DRAMAS EVER PRODUCED!

ADOLPHE MENJOU

YOUR STAR AND HOST IN

"FAVORITE STORY"

EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE IN TELEVISION ENTERTAINMENT!

Planned for 3 Full-Length Commercials Plus Opening and Closing Sponsor Identification!

Exciting!
PRODUCED WITH A
Master's Flair!
NOT ANYWHERE, NOT BY ANYONE HAS TELEVISION BEEN SO HANDSOMELY AND LAVISHLY STAGED!
BEYOND BELIEF!
Brilliant Stories!
ALL THRILLINGLY NEW TO TELEVISION!
NEVER BEFORE HAVE SO MANY TALENTS BEEN COMBINED FOR THE SOLE PURPOSE OF BUILDING
Sales and Profits!
FOR YOU!
Thrill to television's greatest dramatic achievement!
ZIV-TV
ZIV TELEVISION PROGRAMS, INC.

ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program material should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) The Television Code Review Board (see V, Section 3, page 25) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, the use of which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided.

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not stimulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

how to secure a top television film program:

Five basic requirements are necessary to produce a top television film program series—from promise to fulfillment. The real job is to find them all in one organization—with sufficient experience to insure that all five are working smoothly and efficiently.

These five requirements are:

. . . an adequate script department
. . . a mature casting group
. . . a truly fine production unit
. . . a top creative editorial staff
. . . ample capital.

As producers of 44 half-hour *Fireside Theatre* programs and now well under way with two new series of 52 half-hours each, *Rebound* and *Crown Theatre*, Crosby Enterprises, Inc. offers agencies and advertisers a background and experience probably unparalleled in this field. We have several additional properties available for consideration.

Inquiries should be addressed to Charles B. Brown, Crosby Enterprises, Inc., 9028 Sunset Boulevard, Hollywood 46, California.

Bing Crosby Enterprises, Inc.
TELEVISION DIVISION

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

y) The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarras or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumbed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

CONSOLIDATED FILM INDUSTRIES

NEW 16mm LAB

Consolidated is proud to make available to users of 16mm film its new 16mm laboratory.

This is the first large, fully-equipped, professional laboratory ever built for the processing of 16mm film exclusively. It incorporates every advanced facility for attaining the finest possible quality in 16mm black & white and color.

In Every Field, One Name Stands Out.
In Film Laboratories, It's . . . **CFI**

CONSOLIDATED FILM INDUSTRIES

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1740 Broadway, N.Y.C. 19, N.Y. • JU 6-1700

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such

4. Good taste should prevail in the selection handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of

Yes, I dabble in oil a bit, but my real money comes from my new TV station. You see, I bought Consolidated's STATION-STARTER PLAN and made money on programming right from the start. Actually, it was just a case of taking the little old ball and running with it. Money came pouring in. Have a cigar. Have two.

Consolidated Television Sales *distributors of film for Television*

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369

25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543

520 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests of individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b) Programs, devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

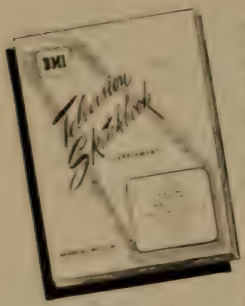
PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since tele-

BMI offers these TELEVISION PROGRAM AIDS

BMI services are designed as practical aids to the television broadcaster. Check with your program director or music librarian for this material.

TELEVISION SKETCHBOOK

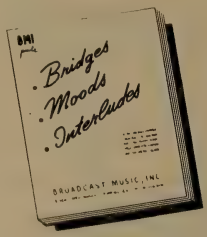


A regular monthly service containing timely and practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion.

The very latest song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene-setting segments.

There are dozens of ways in which you can adapt the Sketchbook to advantage.

RECORDED BRIDGES MOODS INTERLUDES



A classified and cross-indexed reference book, particularly helpful wherever descriptive mood music or background music is necessary.

You don't have to be a music expert to make the most of this BMI service.

"Recorded Bridges, Moods, Interludes" gives you thousands of cues to recorded symphonic music which is available to any telecaster.

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For setting musical scenes and selecting appropriate music for countless script situations.

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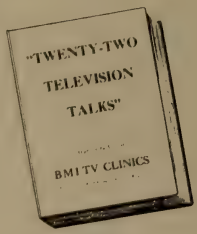

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vision is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be annonuced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable

"AMERICAN INVENTORY"

NBC - TV

Producer: **Bill Hodapp**

Director: **Larry Schwab, Jr.**

Associate Producer: **Bob Wald**

Administrative Director: **Martin Cohen**

to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

g) The Advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not accepable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

Advertising of Medical Products

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on

the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

Time Standards for Advertising Copy

1. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

Length of Program	News Programs	Length of Advertising Message (minutes and seconds) All Other Programs	
(minutes)	Day and Night	Class "A" Time	All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

3. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled provided, that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

4. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these specal characteristics the time standards set forth above may be waived to a reasonable extent. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. Any casual reference in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

6. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs

in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

★

REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I

Name

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.*

II

Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

Subscribers

Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code susbcription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Approval", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days

* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". *By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2, B. (4).*

after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming which, including commercial copy, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), *By-Laws of the NARTB*); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

The Television Code Review Board

Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Dirctors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

A. Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two years.

Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers

concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. Meetings

The Television Code Review Board shall meet regularly at least four times a year at a date to be determined by it in the months of January, March, June and Setember. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

* * * * *

APPENDIX A

*Additional Procedures Relating to Administration, Hearings and Decisions**

I

THE TELEVISION CODE REVIEW BOARD AUTHORITY AND RESPONSIBILITIES

(Reference: Television Code, Regulations and Procedures, V, Section 3)

Section 1—Preferring of Charges — Conditions Precedent

Prior to the preferring of charges to the Television Board of Directors concerning violation of the code by a subscriber, the Television Code Review Board (1) shall have appropriately, and in good time, informed and advised such subscriber of any and all complaints and information coming to the attention of the Television Code Review Board and relating to the programming of said subscriber, (2), shall have reported to, and advised, said subscriber by analysis, interpretation, recommendation or otherwise, of the possibility of a violation or breach of the Television Code by the subscriber, and (3), shall have served upon the subscriber by Registered Mail a Notice of Intent to prefer charges, at least twenty days prior to the filing of any such charges with the Television Board of Directors. During this period the Television Code Review Board may, within its sole discretion, reconsider its proposed action based upon such written reply as the subscriber may care to make, or upon such action as the subscriber may care to take programwise, in conformance with the analysis, interpretation, or recommendation of the Television Code Review Board.

* Reference: *By-Laws* of the *National Association of Radio and Television Broadcasters, Article VII, section* 2, *B (4); Television Code, Regulations and Procedures,* III, section 5.

A. Notice of Intent

The Notice of Intent shall include a statement of the grounds and reasons for the proposed charges, including appropriate references to the Television Code.

B. Time

In the event that the nature of the program in question is such that time is of the essence, the Television Code Review Board may prefer charges within less than the twenty days above specified, provided that a time certain in which reply may be made is included in its Notice of Intent, and provided that its reasons therefor must be specified in its statement of charges preferred.

Section 2 Confidential Status

Hearings shall be closed; and all correspondence between a subscriber and the Television Code Review Board and/or the Television Board of Directors concerning specific programming shall be confidential; provided, however, that the confidential status of these procedures may be waived by a subscriber.

Section 3 The Charges

The charges preferred by the Television Code Review Board to the Television Board of Directors shall include the grounds and reasons therefor, together with specific reference to the Television Code. The charges shall contain a statement that the conditions precedent, hereinbefore described, have been met.

II

HEARINGS AND DECISIONS—TELEVISION BOARD OF DIRECTORS

(Reference: Television Code, Regulations and Procedures, III, Section 4)

The following additional rules and procedures shall obtain in such hearings as may be held pursuant to the *Television Code, Regulations and Procedures,* III, section 4:

Section 1—Notice

A subscriber shall be advised in writing by Registered Mail of the charges preferred, which notice shall include a statement of the grounds and reasons for such charges, together with appropriate reference to the *Television Code.*

Section 2—Presentation; Representation

A subscriber against whom charges have been preferred, and who has exercised his right to a hearing, shall be entitled to effect presentation of his case personally, by agent, by attorney, or by deposition and interrogatory.

Section 3—Intervention

Upon request by the subscriber-respondent or the Television Code Review Board, the Television Board of Directors in its discretion, may permit the intervention of one or more other subscribers as parties-in-interest.

Section 4—Transcript

A stenographic transcript record shall be taken and shall be certified by the Chairman of the Television Board of Directors to the office of the Secretary of the National Association of Radio and Television Broadcasters, where it shall be maintained. The transcript shall not be open to

inspection unless otherwise provided by the party respondent in the proceeding.

Section 5—Television Code Review Board; Counsel

The Television Code Review Board may, at its discretion, utilize the services of an attorney from the staff of the NARTB for the purpose of effecting its presentation in a hearing matter.

Section 6—Order of Procedure

At hearings, the Television Code Review Board shall open and close.

Section 7—Cross Examination

The right of cross-examination shall specifically obtain. Where procedure has been by deposition or interrogatory, the use of cross-interrogatories, shall satisfy this right.

Section 8—Authority of Presiding Officer; of Television Board of Directors

The Presiding Officer shall rule upon all interlocutory matters, such as, but not limited to, the admissibility of evidence, the qualifications of witnesses, etc. On all other matters, authority to act shall be vested in a majority of the Television Board unless otherwise provided. (Reference; *Television Code, Regulations and Procedures,* III, section 4).

Section 9—Films, Transcriptions, etc.

Films, kinescopes, records, transcriptions, or other mechanical reproductions of television programs, properly identified, shall be accepted into evidence when relevant.

Section 10—Continuances and Extensions

Continuance and extension of any proceeding or for the time of filing or performing any act required or allowed to be done within a specific time may be granted upon request, for a good cause shown. The Board or the Presiding Officer may recess or adjourn a hearing for such time as may be deemed necessary, and may change the place thereof.

Section 11—Findings and Conclusions

The decision of the Television Board of Directors shall contain findings of fact with conclusions, as well as the reasons or bases therefor. Findings of fact shall set out in detail and with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on for each evidentiary fact) supporting the conclusion reached.

Section 12—Reconsideration or Rehearing

A request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity in what respect the decision or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact shall specify the pages of record relied on. If the existence of any newly-discovered evidence is claimed, the request shall be accompanied by a verified statement of the facts together with the facts relied on to show that the party, with due diligence, could not have known or discovered such facts at the time of the hearing. The request for rehearing may seek:

a. Reconsideration
b. Additional oral argument
c. Reopening of the proceedings
d. Amendment of any findings, or
e. Other relief.

Section 13—Time for Filing

Requests for reconsideration or rehearing shall be filed within ten (10) days after receipt by the respondent of the decision. Opposition thereto may be filed within five (5) days after the filing of the request.

Section 14—Penalty, Suspension of

At the discretion of the Television Board, application of any penalty provided for in the decision may be suspended until the Board makes final disposition of the request for reconsideration or rehearing.

Section 15—Disqualification

Any member of the Television Board may disqualify himself, or upon good cause shown by any interested party, may be disqualified by a majority vote of the Television Board.

Radio-TV Receiver Production in 1952

Washington—A month-by-month breakdown of 1952 production of television and radio receivers, showing a total production for the year of more than 6 million TV's and 9.7 million radio receivers, as released by the Radio-Television Manufacturers' Assn., follows:

	Television	Home Sets	Portables	Auto	Clock	Total Radio
January ...	404,932	288,724	68,433	195,147	80,151	632,455
February ..	409,337	312,705	72,866	267,779	106,103	759,453
March (5 weeks)....	510,561	357,689	99,720	343,314	175,169	975,892
April	322,878	286,164	110,529	275,250	176,003	847,946
May	309,375	288,927	128,351	215,478	115,588	748,344
June (5 weeks) ..	755,665	324,786	126,636	230,706	183,496	865,654
July	198,921	203,868	81,353	95,220	61,295	441,736
August	397,769	235,728	105,006	94,315	108,753	543,802
Sept. (5 weeks) ..	361,152	297,669	205,186	246,909	124,489	874,253
Oct.	724,117	314,459	113,552	163,494	180,841	772,346
Nov.	780,486	339,853	153,503	195,200	185,639	924,195
Dec. (6 weeks) ..	921,086	452,556	194,837	406,258	271,507	1,325,158
TOTAL ...	6,096,279	3,753,128	1,460,002	2,729,070	1,769,036	9,711,236

TV 'NEVER HAD IT SO GOOD'

But—Beware The Delusion Of Self-Satisfaction

By CHRIS J. WITTING, Managing Director,
Du Mont Television Network

TELEVISION at both the network and station level "never had it so good" as in 1952—at least on the basis of billings figures and reports on sets in use—and 1953 looks even better!

But one does not require a crystal ball to question whether telecasters should accept too confidently all that meets the eye—whether they wouldn't be wiser to look below the surface. Here, within the confines of the industry's trade journal annual, is a good place to make a closer examination of some of the things that rate a second look.

The first question we should attend shapes up in the query: Just how united are we in our "united front"? True, we've got the code and we've even acquired a congressional accolade for industry efforts to police ourselves. And, of course, the code has remedied some programming problems—cleavage and off-color, ad lib jokes, for example. But who will contend that the code is as fully effective on the commercial side—as to length of commercial, improper display of promotional signs, and so on?

In reviewing many a conversation on the subject this year, I'm sure that I express a common sentiment when I suggest that we'd all be wise sincerely and effectively to support the industry's effort to do the many jobs that the code seeks to carry off—to do the jobs for ourselves before we face the added problem of outside attempts at "regulation." And if there is any doubt in your mind that the threat of such outside "aid" is very real, just ask your Congressman.

And while we are on the subject of Washington, I think television would be wise to view with sympathy the teleconsciousness of the Eisenhower administration and develop an affirmative, positive program to make sure that the administration finds ways to interpret national problems and its approach to them through our medium.

Last year I wrote here that television had two vital jobs cut out for it in 1952, and one of them was "to put the brakes on soaring costs." Yet costs have continued to rise and this pivotal problem has been carried over into 1953.

Employees are striking or negotiating for more money. Stations already on the air are increasing rates as their set circulation figures rise, and new stations are coming on the air—all to add to the bill that sponsors are expected to foot.

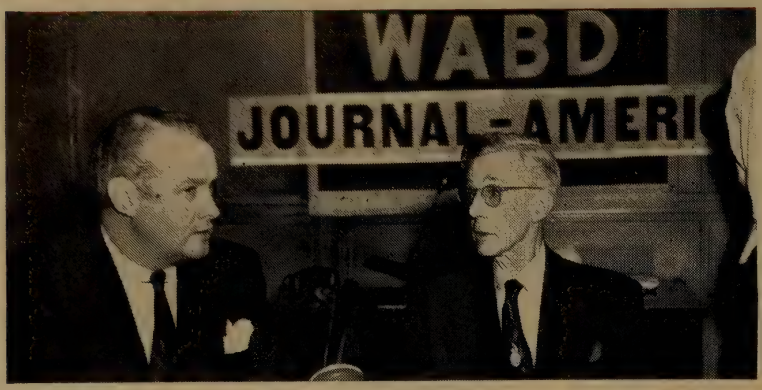
What does this mean? The answer is written in the roll of advertisers who used the medium a year or two ago, but found it "too rich for their blood"—"too rich" during a period when they, too, were operating at peak levels, enjoying good incomes and profits. Where will we be if the excess profits tax is eliminated and many enterprises don't have the money available in the future that they have had in the past? Or if business volume falls off a little?

One of the most regrettable things of the year is the general agreement among sympathetic but critical commentators that network TV, although only three years old, commercially has found a "well heeled rut" and is taking the conventionally safe side of the road rather than the rougher road of daring and pioneering. It makes me wonder whether we are not too inclined to accept the quick dollar rather than explore the promise in such initiative and creative effort.

And I am all the more sensitive to this when I review the quick response to Bishop Sheen, who has been followed by so many programs based on a strong individual; by our own daring Mono-Drama Theater which puts Shakespeare in the format of a soap opera with great success; by Dark of Night which proves television capable of "on location" dramatic production—breaking through the walls of the studio, and by the splendid documentaries that two of our competitors have produced this year.

So, to sum up, the moment is one that calls not for self-satisfaction over ever-increasing billing figures but for serious self-examination and energetic co-operation that Television may quickly achieve a sound economic basis and become the great communication medium that it promises to be.

As Whole Nation Looks And Listens



Frank Conniff, New York Journal-American, and Sanford E. Stanton, political editor, analyze Presidential voting trends on the "Election Roundup" program over WABD-Du Mont.

This snap of activity at Mutual shows Fred Vandeventer, assisted by agency and production personnel, airing the voting tallies to 560 affiliates.

This photo at CBS TV headquarters shows Walter Cronkite (extreme right) serving as "anchor man" for the web's operations.

TELEVISION NETWORKS and FCC STATION ALLOCATIONS

ABC-TV's 3-WAY EXPANSION

Talent, Production And Facilities All Affected

By ALEXANDER STRONACH, Jr.
Vice President in Charge of the ABC-TV Network

A new super nova appeared in the firmament of the entertainment industry early this year.

However, this nova is already behaving in a manner totally unfamiliar to astronomers and scientists accustomed to coping with our heavenly bodies. This nova didn't suddenly flare up only to return to its former magnitude in a few weeks or months. It was born of long and deliberate undertaking and study—the merger of the American Broadcasting Company, Inc. and the United Paramount Theaters, Inc. into the American Broadcasting-Paramount Theaters, Inc.

This new giant on the horizon of the entertainment industry was made possible through approval by the Federal Communications Commission on Feb. 9, 1953.

The realization of this accomplished fact brings into sharp focus the competitive enterprise that makes American business the envy of an entire world and the American knack for entertainment, especially as applied to the broadcasting-telecasting fields—one of the truly great industries in America.

The merger has placed at the network's disposal sufficient financial resources to enable ABC to expand—talentwise, productionwise, and facilitieswise—and to assume a real competitive position in TV.

These three major expansions have already been undertaken:

Talentwise: by the signing of George Jessel as artist-producer and whose services become available to both the ABC Radio and TV Networks on a long term basis in June of this year; similarly, the signing of America's outstanding disc jockey—Martin Block, for his "Martin Block's Make Believe Ball Room" to debut on the network's flagship radio outlet —WABC—on New Year's Day, 1954 and who will shortly thereafter, inaugurate a similar program over the ABC Radio Network. Block's services will also be available to the ABC-TV Network. Even as this is being written, ABC will shortly announce the signing of two of the top stars in our comedy roster.

Productionwise: the ABC-TV Network already has in preparation a series of especially planned TV presentations, each of half-hour's duration and which will have their initial showing in April of this year. Titled the "ABC Album," with Donald Cook as host of the series and featuring such outstanding names of the entertainment world as Paul Douglas, Brandon de Wilde, Audrey Christie, Don Briggs, Allen Jenkins, Walter Slezak, John Hodiak, Alan Mowbray and others, the "ABC Album" will bring to the nation's televiewers a new concept in TV entertainment.

Facilitieswise: the long-range improvement of the network's owned video outlets, boosting their respective power output to maximum signal strength as authorized by the FCC, and which will enable the ABC-TV Network's five owned stations—WABC-TV, New York; WBKB, Chicago; WXYZ-TV, Detroit; KECA-TV, Los Angeles, and KGO-TV, San Francisco, to radically improve their signal strength, and which in turn will result in better reception to televiewers in those cities and surrounding areas. This facilities improvement plan is being undertaken at a cost of $2,500,000 and will be finally completed during 1954.

The merger does something more than simply bring into being a greatly revitalized network. It brings new life and hope to the entire entertainment industry—an industry that constantly strives to find new methods for the expression of great talent, education, news, public service and many other facets that enable some 80 million Americans to sit down in their living rooms each evening and see what the creative and technical skill of other Americans can bring to them.

From the combined resources of the newly merged companies there is certain to emerge a greater good and purpose. The fact that the merger creates a new competitive force among the other major networks is in itself most laudable.

New methods for programming will be undertaken. New talent projected. New stations added. New technical improvements made.

The challenge has been set before us. We have met it in the past. The merger now enables us to meet the future with renewed strength in which a great industry and the public it serves are the final beneficiaries.

A. B. C. TELEVISION NETWORK

ALEXANDER STRONACH, JR.
Vice President in Charge of the ABC-TV Network

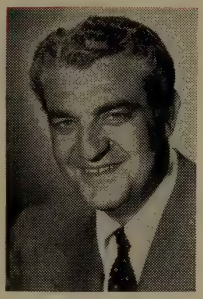
Rich in experience as a free-lance writer and as a director of some of radio's top shows, ALEXANDER (SANDY) STRONACH, JR. joined the American Broadcasting Company in September, 1948 as manager of television programs for the network. His versatility and ability to adapt himself to the rapidly changing TV industry gained him swift recognition as both a showman and executive and in January, 1950, he was named national director of television program operations for ABC. A year later, in January, 1951, he was appointed vice president in charge of television programs and in May of that year was promoted to vice president in charge of the ABC-TV Network. As vice president in charge of the ABC-TV Network, Stronach is responsible for the overall supervision of the Television Sales Department and the Television Programming Department.

STRONACH, JR.

ROBERT M. WEITMAN
Vice President in Charge of Programming and Talent

He may be new to ABC, but ROBERT M. WEITMAN isn't new to people in show business. He joined ABC this year as vice president in charge of programming and talent as a direct result of the merger of the American Broadcasting Company, Inc. and the United Paramount Theaters, Inc. into American Broadcasting - Paramount Theaters, Inc. and he is without a doubt, one of the most valuable executives that the broadcasting-telecasting industry could acquire. His acumen as a showman and developer of outstanding talent had far reaching effects in the success of the original Paramount Pictures, Inc., and as a vice president of UPT, Inc., sparked that company's immediate success as an independent operation.

He now brings all of his outstanding abilities to the newly strengthened American Broadcasting Company, strengthened all the more, because of Bob Weitman.



WEITMAN

CHARLES R. ABRY
National Sales Manager for the ABC-TV Network

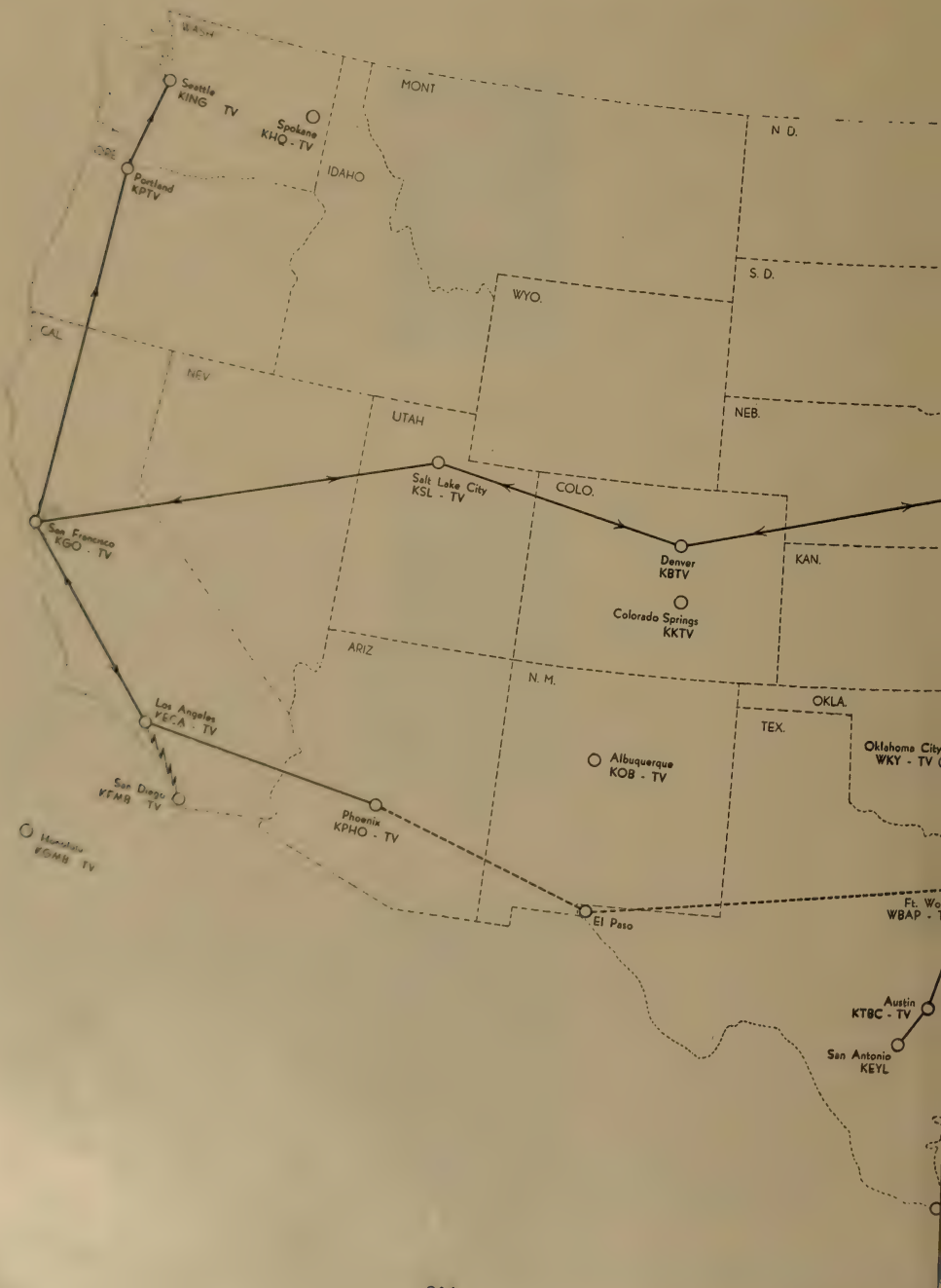
It was in the early part of this year (February) that CHARLES R. (CHICK) ABRY was promoted to the position of national sales manager for the ABC-TV Network, a rather phenomenal rise, considering that he first joined ABC in June, 1951, as an account executive in the network's television sales department. And it was only a short while after he became associated with ABC, that he proved himself one of the most capable account executives in the network field.

His salesmanship, meriting greater executive latitude, brought him the appointment of Eastern Sales Manager for the ABC-TV Network in November, 1952.

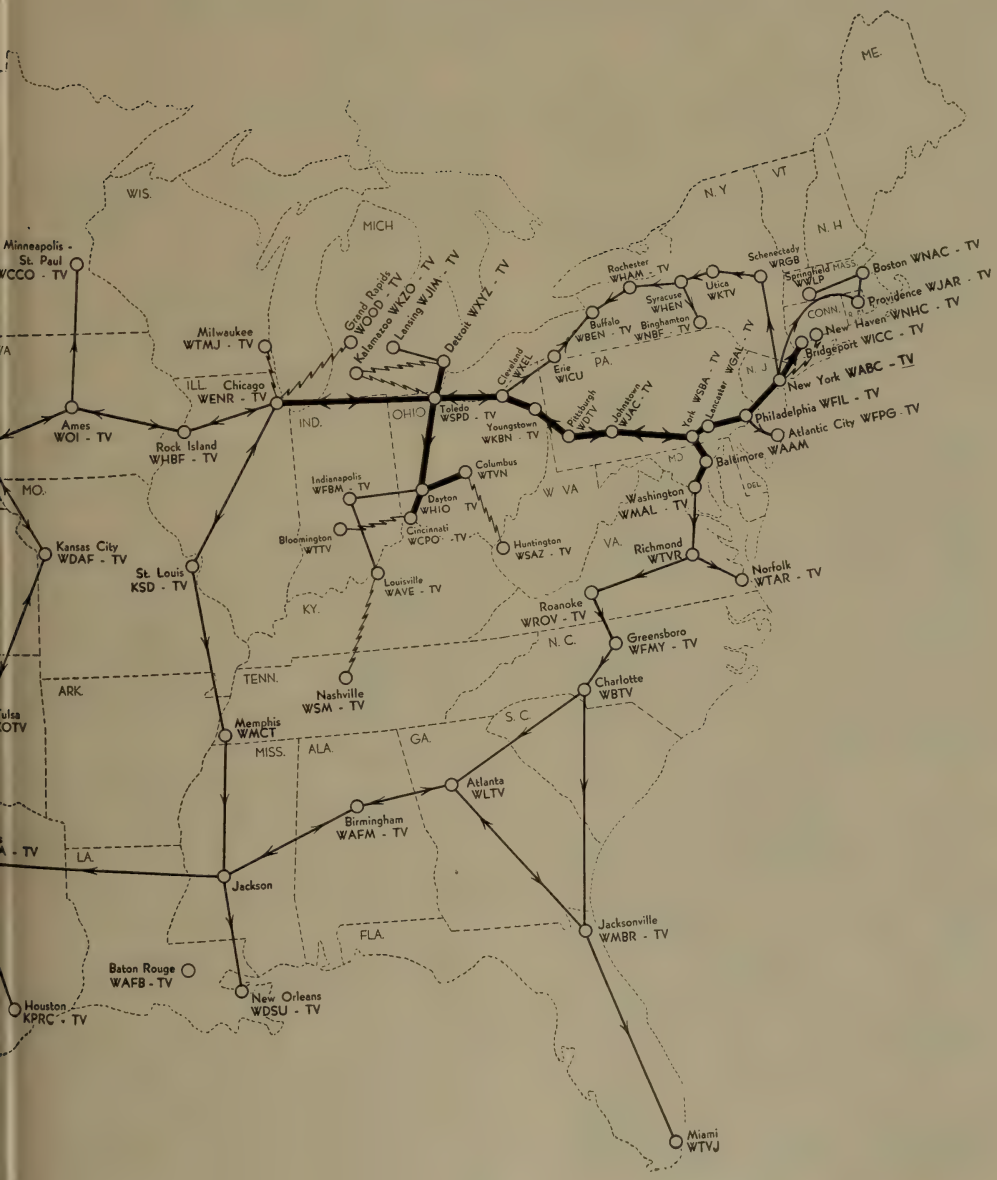
His present duties as National Sales Manager for the ABC-TV Network entail the close supervision of a large selling force of account executives as well as close surveillance of a number of top level national accounts currently using the facilities of the ABC-TV Network.

ABRY

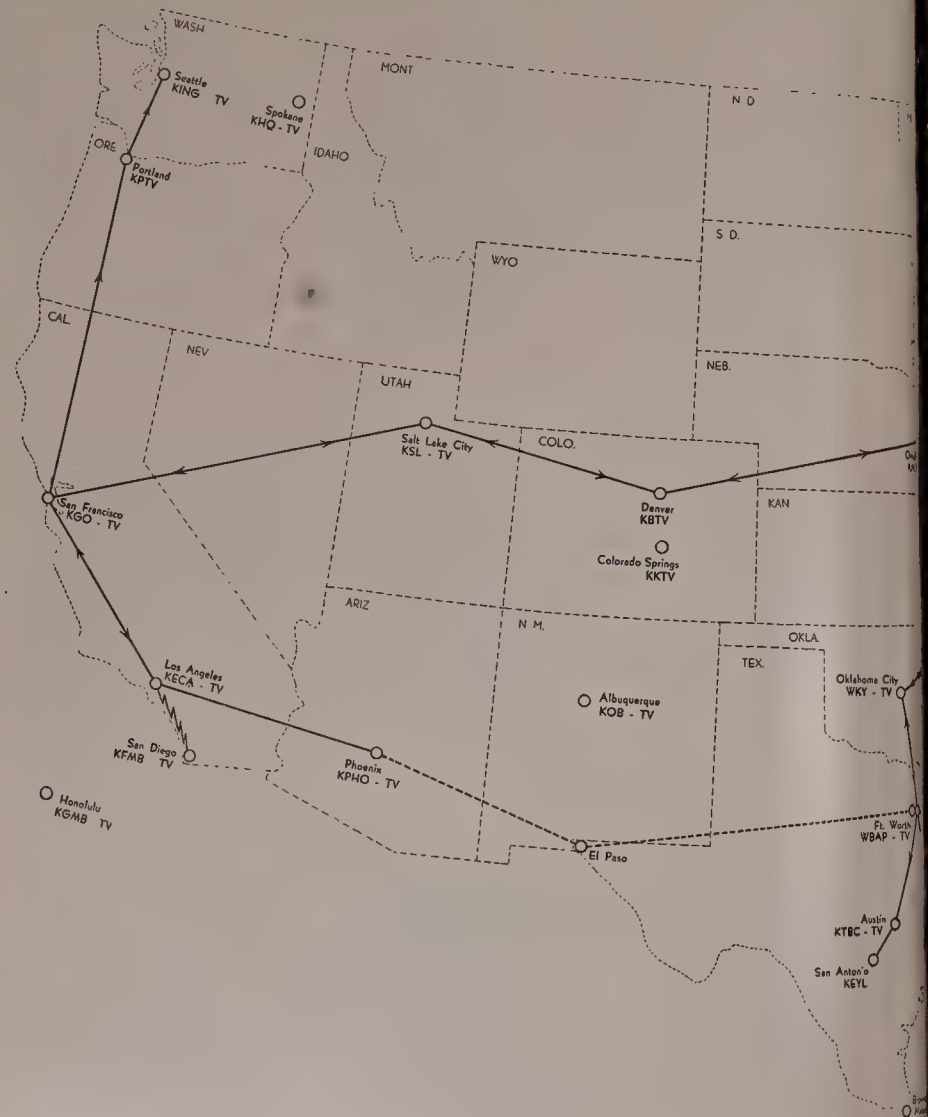
AMERICAN BROAD

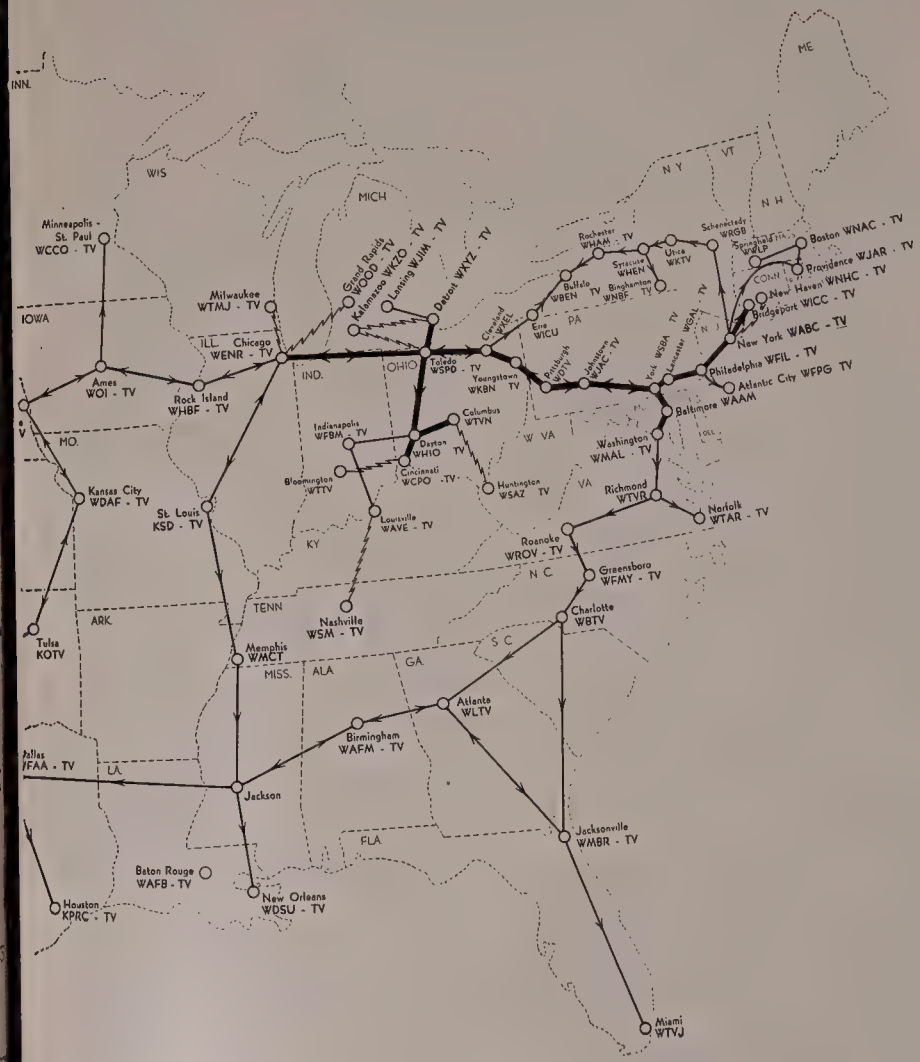


CASTING COMPANY



AMERICAN BROADCASTING COMPANY





AMERICAN BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theaters, Inc.)

R.C.A. Bldg., 7 West 66th Street, New York 23, N. Y.
(Telephone Number: SUsquehanna 7-5000)

OFFICERS

Edward J. Noble.....Chairman of Finance Committee, AB-PT
Robert E. Kintner.....President
Robert H. O'Brien.....Exec. Vice-President
Earl E. Anderson.....Vice-President
Charles T. Ayres.....Vice-President
Slocum Chapin.....Vice-President
James Connolly.....Vice-President
Robert H. Hinckley.....Vice-President
Earl Hudson.....Vice-President
Frank Marx.....Vice-President
Ernest Lee Jahncke, Jr.....Vice-President
John Mitchell.....Vice-President
Harold L. Morgan, Jr.....Vice-President
John H. Norton, Jr.....Vice-President
Theodore I. Oberfelder.....Vice-President
C. Nicholas Priaulx.....Vice-Pres. & Treasurer
Alexander Stronach, Jr.....Vice-President
Thomas Velotta.....Vice-President
Robert M. Weitman.....Vice-President
Paul Whiteman.....Vice-President
Omar Elder.....Assistant Secretary and Attorney
Aaron Rubin.....Assistant Treasurer & Assistant Secretary
Walter C. Tepper.....Controller
Geraldine B. Zorbaugh.... Acting Gen. Attorney and Secretary

TELEVISION

Alexander Stronach, Jr.....Vice President in Charge of Television Network

Engineering & General Services

Frank Marx.....Vice President in Charge
Thomas F. Foy.....Purchasing Agent
Richard Hamilton..Supervisor of Communications
Clure Owen.....Administrative Assistant
John Preston.....Director of Engineering Facilities & General Services
Lawrence Ruddell.....Recording Director
Joseph J. Spagnola.....Office & Studio Services Director
William Trevarthen.....Director of Engineering Operations
Reginald Willcocks.....Traffic Manager
Merle Worster.....Eastern Operations Manager

Finance, Personnel

C. Nicholas Priaulx.....Vice Pres. & Treasurer
Henry T. Hede...Administrative Assistant to the Vice President and Treasurer
Aaron Rubin.....Assistant Treasurer & Assistant Secretary
Walter C. Tepper.....Controller
Marie McWilliams.....Director of Personnel

Legal

Geraldine B. Zorbaugh.....Secretary & Acting General Attorney
Omar Elder.....Attorney & Assistant Secretary

Labor Relations

Mortimer, Weinbach....Acting Director of Labor Relations

Program

Robert M. Weitman....Vice-President in charge of Programming and Talent

Services

Harold L. Morgan, Jr.....Vice-President in charge of TV Services Department
Robert Holland.....Manager of Film Services
Ruth K. Blainey.....Operations Manager
John L. Kelly.....Plant Superintendent
James McNaughton.....Art Director
Harold Sobolov.....Studio Supervisor
Robert L. Stone.....Business Manager

Programming

Charles Underhill.....National Director of Program Department
Freelon Fowler.....Film Program Manager
Charles Holden....Asst. National Director of the Program Department
Robert F. Lewine.....Eastern Program Director
John Madigan.....Director of News & Special Events
James Stabile.....Administrative Manager

Public Relations, Advertising & Promotion and Continuity Acceptance

John Pacey.....Director of Public Affairs
Ruth Crawford.....Librarian
Mitchell DeGroot.....Manager of Advertising & Promotion
Arthur B. Donegan.....Manager of Publicity
Ellen Heagerty.....Supervisor of Audience Information
Grace Johnsen.....Director of Continuity Acceptance
Ruth Trexler...Executive Producer of Religious & Educational Programs

Sales

Charles Abry.....National Director of Sales
Don Kearney...Assistant National Sales Manager
Stanley Smith.....Eastern Sales Manager
Malcolm B. Laing.....Business Manager for Network Sales

Station Relations, Sales & Station Traffic Operations, Research & Sales Development

Ernest Lee Jahncke, Jr....Vice Pres. & Assistant to the President
Frank Atkinson.....Manager of Co-operative Program Department
Alfred Beckman.....National Director of Station Relations Department
Donald Buck.....Director of Operations for Sales & Station Traffic
Alice Stamatis....Manager of Order Processing
Oliver Treyz.....Director of Research & Sales Development
William A. Wylie.....Manager of Station Relations Department

CENTRAL DIVISION
20 North Wacker Drive
Chicago 6, Illinois

John H. Norton, Jr.....Vice President in Charge
Leroy Bartrum.....Manager of Traffic & Communications
Edward Bishoff.....Sales Service Manager
Kenneth Christiansen.....Manager of Office & Studio Services
Mary A. Corcoran.....Purchasing Agent & Personnel Interviewer
James Duffy.....Manager of Advertising & Sales Promotion
Walter L. Emerson.....Legal Counsel
Monte Fassnacht.....Manager of Program Department
John Fitzpatrick.....Production Manager
Clarence Heider...Program Operations Manager
Elliot Henry, Jr.....Publicity Manager
William Hohmann.....Research Supervisor
E. C. Horstman.....Manager of Engineering & General Services
Lawrence Kelley...Manager of Film Department
Jack McCord.....Program Business Manager
Francis McNulty.....Music Rights Supervisor
Cornelius O'Dea.....News Supervisor
Stewart Robinson .....Auditor
Robert M. Savage.....Manager of Script & Continuity Acceptance
James Stirton.....Director of Network for Central Division
Floyd Timberlake.....Engineering Operations Supervisor
Gerald A. Vernon....Manager of Network Sales

HOLLYWOOD
ABC Television Center
Hollywood 27, California

Earl Hudson.....Vice-President in Charge of Western Division
William Phillipson.....General Manager
J. Clifford Anderson..Program Business Manager
Cecil W. Barker....Program Production Director, Western Division
Dorothy L. Brown.....Continuity Acceptance Editor, Western Division
Philip G. Caldwell.....Manager of Engineering & General Services, Western Division
Edward B. Hullinger.....Manager, Station Relations, Western Division
Francis LaTourette.....Western Division News Editor
Allan Maynard.....Purchasing Agent & Supervisor of Building Maintenance
Courtney McLeod.....Traffic Manager, Western Division
Norma T. Olsen.....Director of Program Operations
Cameron G. Pierce.....Manager of Television Engineering
Albert R. Landers.....Film Director
Darrell E. Ross.....Production Manager
Jerry Ross.....Director of TV Promotion—Publicity Department
Florence T. Schiro.....Personnel Director
Norman H. Sloane...Production Control Manager
Donn B. Tatum...Director of Television, Western Division
C. Merwin Travis.....Director of Promotion-Publicity Services
John C. Wagner....Controller, Western Division

SAN FRANCISCO
420 Taylor Street
San Francisco 2, California

James H. Connolly....Vice-President in Charge
Lorraine Duchene...Continuity Acceptance Editor
A. E. Evans.....Manager of Engineering
Gordon Grannis.....Advertising, Promotion & Publicity Manager
Marion Warda.....Sales Service Manager
Edith Kirby.....Traffic Manager
Victor Reed.....Manager of News & Special Events & Program Operations
Henry A. Saroyan.....Auditor

OWNED TELEVISION STATIONS

Slocum Chapin.....Vice President in Charge of Owned Television Stations & General Manager of WABC-TV
William Matterne.....National Sales Manager, Owned Television Stations

New York

J. Trevor Adams....Sales Manager of WABC-TV
Paul Mowrey.....Station Manager of WABC-TV

Chicago

Joseph Fisher.....Sales Manager of WBKB
Sterling C. Quinlan Program Manager, WBKB

Hollywood

Philip Hoffman....Station Manager of KECA-TV
Frank King.....Sales Manager of KECA-TV
Stanton Kramer.....Director TV Promotion-Publicity Department
James Pollak.....Program Manager of KECA-TV

San Francisco

Vincent Francis.....Station Manager of KGO-TV
Dave Sacks.....Sales Manager of KGO-TV
Bloyce Wright.....Program Manager of KGO-TV

Detroit
(WXYZ, Inc.)

John Pival.....Station Manager of WXYZ-TV

ABC

Curtain going up . . . on the

Biggest Event in Television!

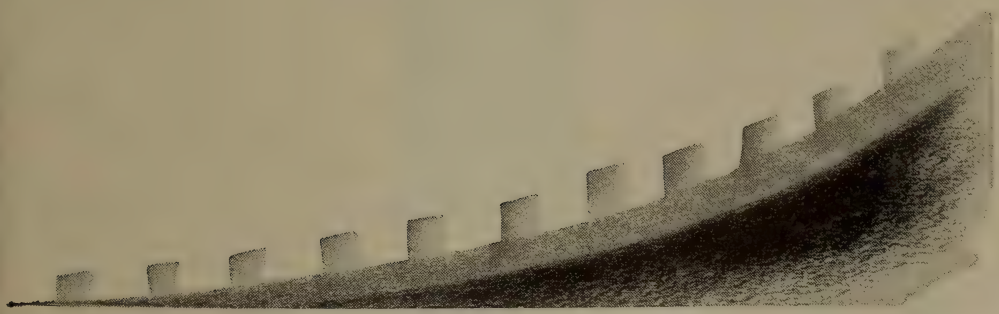
Chances are you've already seen television's newest, most exciting symbol . . . the symbol for the *new* ABC.

But the symbol is not important by itself. It's just a curtain raiser for major announcements to come. It's a sign that big things are in the air . . . and if you are an advertiser, a sign that *this* is the time to put ABC television in your plans.

New shows are being developed. New talent will be attracted. Not all right away, of course. But it will pay to watch ABC . . . because ABC now has the right combination of experience, equipment, and showmanship to be a leader in television.

The stage is set . . . and big things are beginning to happen. So keep your eye on the *new* ABC!

ABC TELEVISION NETWORK



VIDEO FITS RETAIL PATTERN

Adaptable To Current 'On-Sight-Alone' Buying

By J. L. VAN VOLKENBURG
President, CBS Television

IT WAS a chilly month of the year. Electrical dealers in Chicago couldn't understand why they were virtually sold out of $70 electric fans. Within a single week, $60,000 worth of the fans had moved across their counters.

There had been no local advertising, no other possible sales stimulus—*except* a single television commercial message on the Westinghouse "Studio One" program.

And there was the case of Schick Razor. Chester Gifford, president of Schick, Inc., reports: "Our sales record shows the biggest first quarter in our sales history, and also the biggest first half, with sales one-third ahead of the same period last year—and this at a time when industry in general, and especially the electrical appliance field, was not enjoying any material increases."

•

Behind this story of vanishing inventories of Schick shavers is another great television success story—a story of the company's merchandise being pulled out of non-TV areas and rushed to TV areas in order to meet consumer demand.

•

Each of these stories has a peculiar significance to marketing men. Each indicates that we may soon be anticipating a shift in the market picture determined largely by whether television is there or not. We can look for the market to follow television, rather than the other way around. For television creates demand for products—takes the customer to the spot where he can buy them.

•

And television fits today's retail buying patterns: Today we find an increasing trend toward the self-service market, where merchandise is sold on sight alone, with the number of trained personnel kept to an economic minimum. No medium has given this trend such powerful impetus as television, where the skilled and controlled demonstration of the product occurs before the customer ever reaches the actual point-of-sale.

Advertisers, well aware of this merchandising trend, are relying more and more on television—as a potent advertising medium, as a new and revolutionary distribution and sales tool.

On our part, CBS Television has built a new flexibility into the medium to put it at the service of more and more advertisers. One plan, for example, is alternate-week sponsorships, with cross-referencing of sponsors, so that the advertiser may enjoy the benefits of a weekly program for about half the price of going it alone.

Another notable departure is the advertising participation plan, whereby the cost of some of the biggest shows may be assumed by as many as three or four sponsors on an equal basis.

•

In addition, we are currently experimenting with a five-minute segment plan for some of our daytime shows, by which an advertiser may buy as many or as few segments as he likes on a daily, weekly or seasonal basis. The plan makes network programs available to advertisers with modest budgets.

•

We have also made aggressive attacks on television's basic costs. We built CBS Television City in Hollywood, for example, not only to provide housing for an increasing number of programs, but also to incorporate cost-reducing production methods.

•

We are fitting out our new production center in New York City with the same goals in mind. We expect to continue developing production efficiency and program quality in order to bring better and better shows before the public and to assure the most attractive and effective "buy" for advertisers.

•

As each new case history of sales success continues to indicate, television has emerged as the swiftest, most effective, most economical tool for moving merchandise across the counters of America.

C. B. S. TELEVISION NETWORK

HUBBELL ROBINSON, JR.
Vice President in Charge of Network Programs

HUBBELL ROBINSON, JR., joined CBS in July, 1947, as vice president in charge of network programs. In 1951, when CBS was reorganized into separate network operations for television and radio, he was named vice president and director of CBS Television network programs. Previous to his CBS affiliation, Robinson had been vice president and director of radio for Young & Rubicam. He was with the agency for sixteen years, from 1928 to 1944. He joined the Blue Network, now ABC, in 1944, as vice president and director of programs. In 1945, he switched to Foote, Cone and Belding as vice president in charge of radio. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, and is a graduate of Brown University. He was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany after graduation. In 1928, he moved to New York and entered advertising.

ROBINSON JR.

HARRY S. ACKERMAN
Vice President in Charge of Network Programs — Hollywood

HARRY S. ACKERMAN was named vice president of the Columbia Broadcasting System in charge of of the network's Hollywood programs in June of 1951. His position includes general supervision of all CBS operations in the California entertainment capital.

Ackerman joined the Columbia network in 1948 in the capacity of executive producer. In June of the same year he transferred to Hollywood, where he served as director of network programs.

ACKERMAN

Ackerman attended Dartmouth College, from which he was graduated in 1935.

Following graduation from College, Ackerman became a writer and also filled roles as actor as well as director and producer of many radio shows. In 1936 he joined Young & Rubicam, Inc., as a program director. In 1946 he was made vice-president of the advertising agency in charge of all program operations.

Ackerman was born in Albany, N. Y.

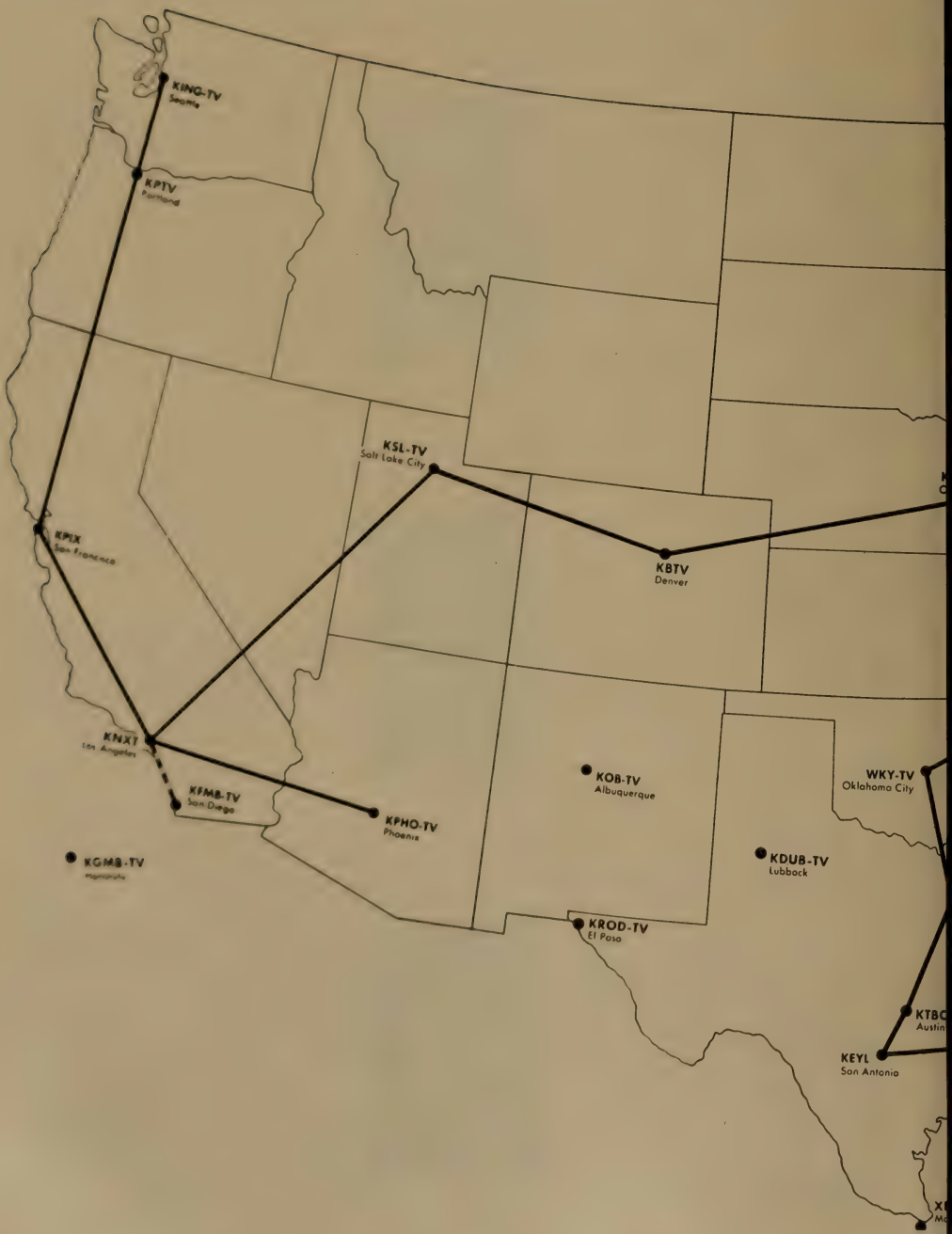
WILLIAM H. HYLAN
Vice President in Charge of Network Sales

WILLIAM H. HYLAN, associated with CBS for sixteen years, was named vice president in charge of network sales for CBS Television in December, 1952. After four years as an account executive with CBS Radio Sales, from 1937 to 1941, Hylan entered military service with the army. In November, 1945, he returned to CBS Radio and was appointed assistant to the director of station administration. In 1948, Hylan switched to the network's new TV sales staff as an account executive. In July 1951, he was named assistant sales manager. In January, 1952, he was appointed eastern sales manager.

HYLAN

Hylan is a native of New York City, having been born in the town of Father Knickerbocker on October 16, 1905. He spent a goodly portion of his youth as a resident of the Island of Puerto Rico. Following his secondary school education he entered Yale University, of which he is a graduate.

CBS TELE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Portland
KSL-TV
Salt Lake City
KPIX
San Francisco
KBTV
Denver
KNXT
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San Diego
KPHO-TV
Phoenix
KOB-TV
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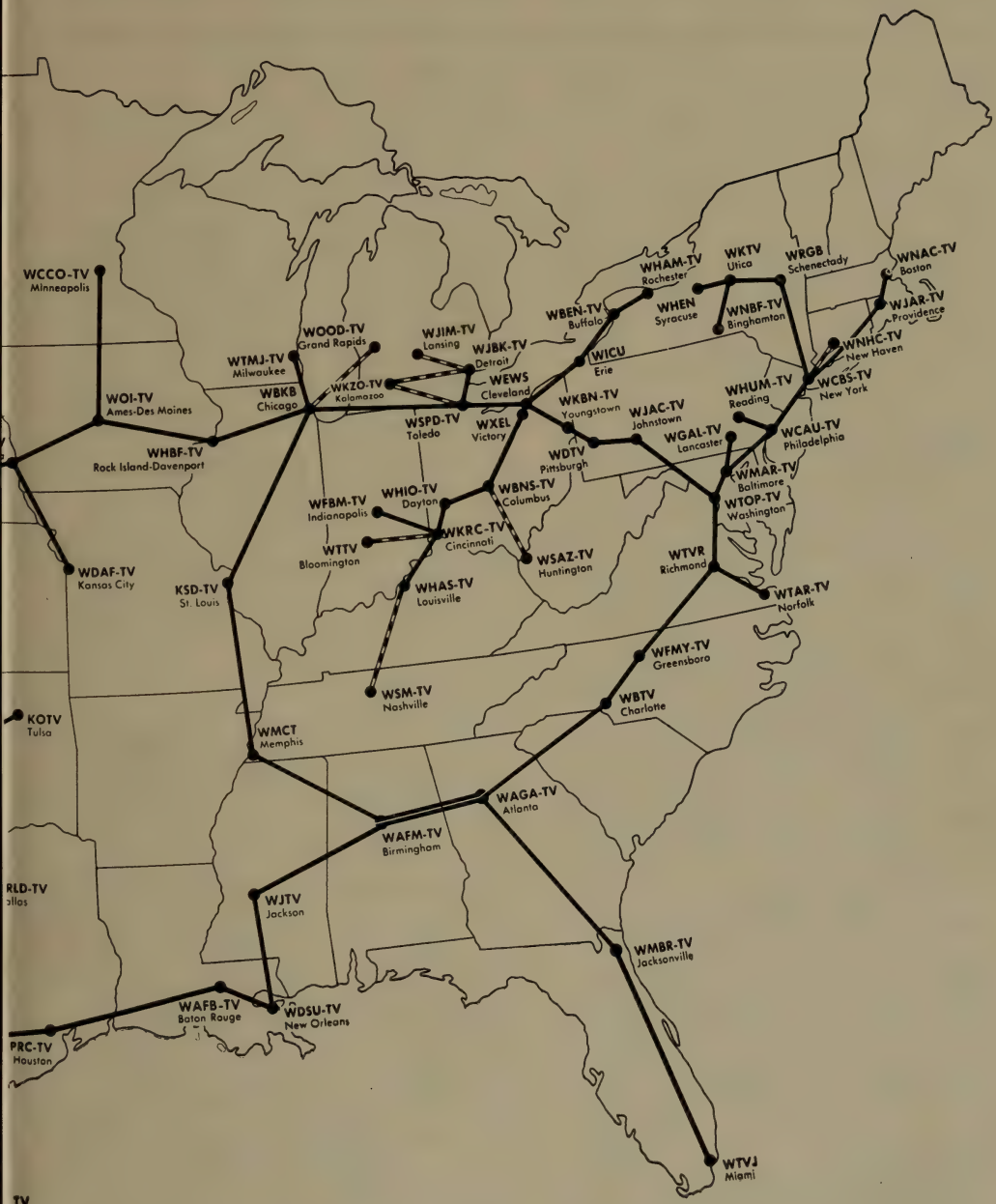
WKY-TV
Oklahoma City
KDUB-TV
Lubbock
KROD-TV
El Paso
KEYL
San Antonio

VISION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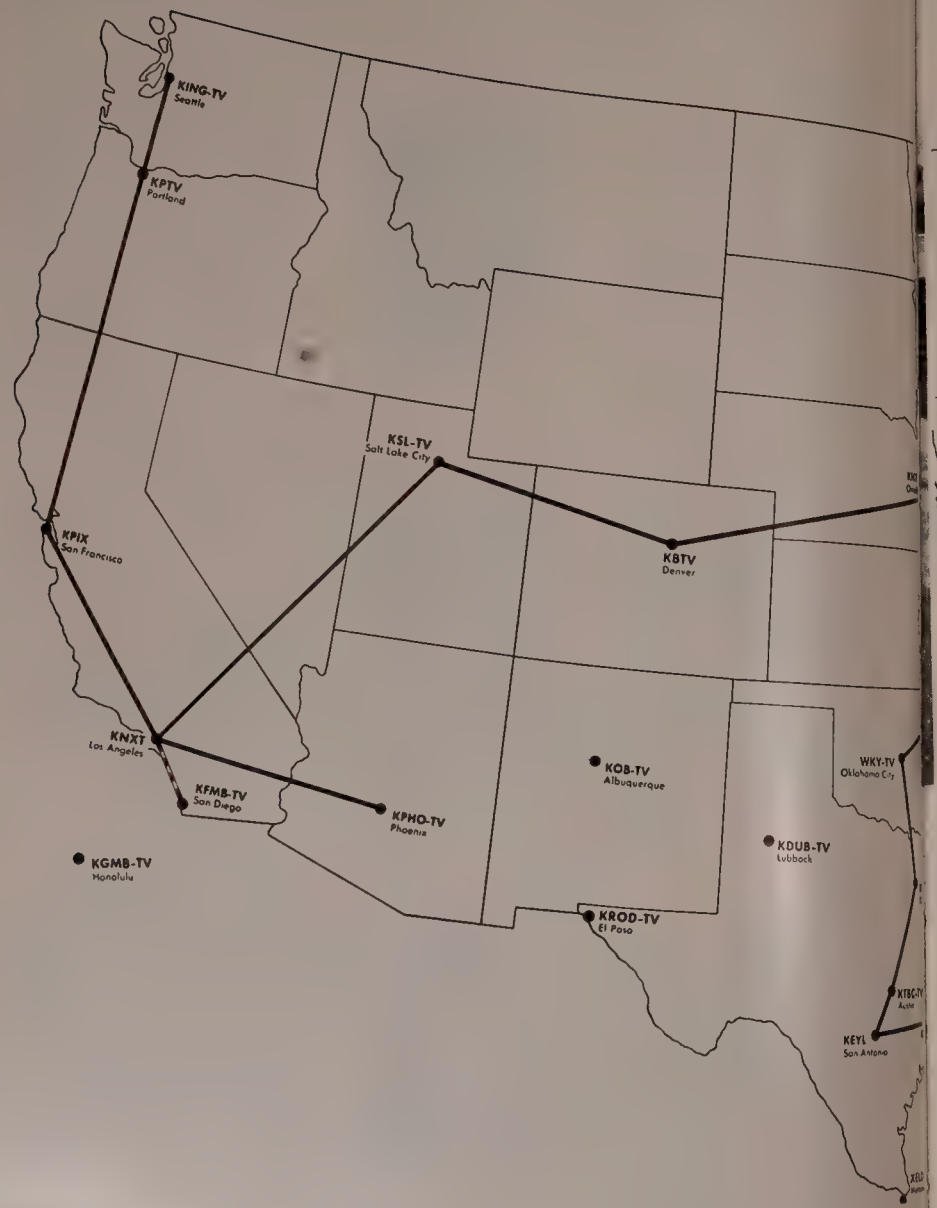
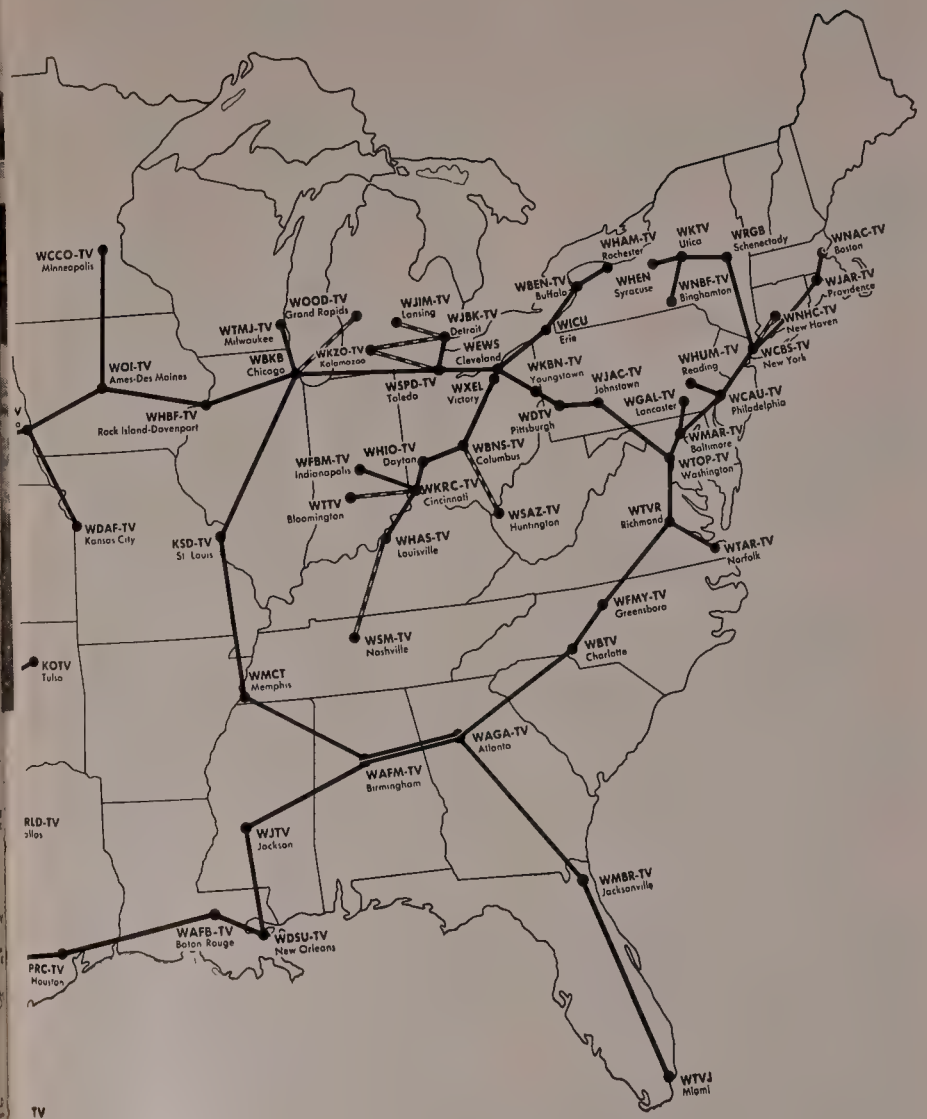
Minneapolis
WOI-TV
Ames-Des Moines
WHBF-TV
Rock Island-Davenport
WDAF-TV
Kansas City
KSD-TV
St. Louis
KOTV
Tulsa
RLD-TV
PRC-TV
Houston
WTMJ-TV
Milwaukee
WBKB
Chicago
WOOD-TV
Grand Rapids
WKZO-TV
Kalamazoo
WJIM-TV
Lansing
WJBK-TV
Detroit
WEWS
Cleveland
WSPD-TV
Toledo
WXEL
Victory
WMCT
Memphis
WAFB-TV
Baton Rouge
WDSU-TV
New Orleans
WJTV
Jackson
WAFM-TV
Birmingham
WAGA-TV
Atlanta
WSM-TV
Nashville
WHAS-TV
Louisville
WTTV
Bloomington
WFBM-TV
Indianapolis
WHIO-TV
Dayton
WKRC-TV
Cincinnati
WBNS-TV
Columbus
WSAZ-TV
Huntington
WDTV
Pittsburgh
WKBN-TV
Youngstown
WBEN-TV
Buffalo
WICU
Erie
WHAM-TV
Rochester
WHEN
Syracuse
WKTV
Utica
WRGB
Schenectady
WNBF-TV
Binghamton
WNAC-TV
Boston
WJAR-TV
Providence
WNHC-TV
New Haven
WCBS-TV
New York
WHUM-TV
Reading
WJAC-TV
Johnstown
WGAL-TV
Lancaster
WCAU-TV
Philadelphia
WMAR-TV
Baltimore
WTOP-TV
Washington
WTVR
Richmond
WTAR-TV
Norfolk
WFMY-TV
Greensboro
WBTV
Charlotte
WMBR-TV
Jacksonville
WTVJ
Miami

CBS TELEVISION





CBS TELEVISION
A DIVISION OF CBS, INC.

Executives and Staff
485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

NOTE: A full listing of the CBS corporate personnel, as well as the board of directors, will be found on Page 268.

CBS TELEVISION DIVISION OFFICERS

J. L. Van Volkenburg.....President
William H. Hylan.....Vice President in Charge of Network Sales
Hubbell Robinson, Jr...Vice President in Charge of Network Programs
Harry S. Ackerman.....Vice President in Charge of Network Programs—Hollywood
H. Leslie Atlass.....Vice President in Charge of Central Division
Frank B. Falknor.....Vice President in Charge of Operations
Merle S. Jones.....Vice President in Charge of CBS-Owned Stations and General Services
W. Spencer Harrison....Vice President in Charge of Legal and Business Affairs
Herbert V. Akerberg...Vice President in Charge of Station Relations
William B. Lodge.....Vice President in Charge of General Engineering
Charles L. Glett.....Vice President in Charge of Network Services—Hollywood
William J. Flynn.....Controller

Network Sales

William H. Hylan.....Vice President in Charge of Network Sales
Thomas H. Dawson.....Sales Manager
George E. Klayer.....Chicago Sales Manager
Charles K. Sterritt.....Detroit Sales Manager
Kingsley F. Horton.....Pacific Coast Sales Manager
William J. Fagan.....Business Manager
T. D. Connolly.....Program Sales Manager
Edward P. Shurick.....Manager of Sales Development
Robert F. Jamieson.....Sales Service Manager
George A. Kolpin.....Contract Manager

Network Programs

Hubbell Robinson, Jr...Vice President in Charge of Network Programs
Harry S. Ackerman.....Vice President in Charge of Network Programs, Hollywood
William Dozier.....Executive Producer, Dramatic Shows
Marlo Lewis.....Executive Producer, Music and Variety Programs
James C. Shattuck.....Director of Editing
Harry G. Ommerle.....Program Director
E. Carlton Winckler.....Production Manager
Louis T. Stone.....Program Budget Manager

News and Public Affairs

Sig Mickelson.....Director of News and Public Affairs
F. M. Littlejohn.....Managing Editor, News
Paul Levitan.....Producer of Special Events
William A. Wood.....Director of News and Public Affairs, Washington
Judson Bailey.....Director of Sports

Operations

Frank B. Falknor.....Vice President in Charge of Operations
Henry Grossman....Assistant to Vice President in Charge of Operations
Walter Pierson.....Manager of Production
Gilbert DeStafano....Manager of Stage Lighting
Anthony Boschetti.....Manager of Procurement
Richard Hopkins.....Manager of Scenic Design and Construction
Herbert O. Phillips....Executive Art Director in Scenic Division
William Vogel.....Manager of Special Effects
H. C. Meier....Manager of Network Operations
H. Grant Theis.....Manager of Film Service Operations
Al Raymond.....Manager of Theater and Stage Operations
Paul Wittlig.....New Effects Development
Ira De Lumen.....Manager of Cost Control
R. G. Thompson.....Director of Technical Operations
Orville Sather...Manager of Technical Operations

Station Relations

Herbert V. Akerberg.....Vice President in Charge of Station Relations
Clark A. Snyder.....Director of Station Relations

Advertising and Sales Promotion

William Golden.....Creative Director
John P. Cowden.....Operations Director
Robert I. Elliott.....Copy Chief
Alex Kennedy...Director of Program Promotion
Fred Kramer.....Director of Program Promotion, Hollywood
Gordon Hellmann.....Director of Presentations
David Luhmann.....Director of CBS-Owned Station Promotion Services
Edward Side.....Production Manager

Public Relations

David J. Jacobson....Director of Public Relations
Michael J. Foster..Director of Press Information
Arthur Perles.....Administrative Director & Director of Merchandising Exploitation
Norman Seigel.....Director of Publicity and Exploitation, Hollywood
Hank Warner.....Assistant Director of Press Information
Jack Goldstein.....Director of Special Projects
Dorothy Leffler...Director of Magazine Division, Press Information

Research

Oscar Katz .....Director
Philip Eisenberg.....Director of Coverage and General Surveys
Rose Marie O'Reilly.....Manager of Ratings
Tore Hallonquist....Director of Program Analysis
Leonard DeNooyer.....General Surveys

Engineering

William B. Lodge.....Vice President in Charge of Engineering
A. B. Chamberlain.....Chief Engineer
H. A. Chinn.....Chief Audio-Video Engineer
J. W. Wright....Chief Radio Frequency Engineer

Legal and Business Affairs

W. Spencer Harrison...Vice President in Charge of Business and Legal Affairs
Merritt H. Coleman..Director of Business Affairs
Henry Howard, Jr.....Director of Business Affairs, Hollywood

Accounting

William J. Flynn.....Controller
Norman C. Hadley.....Director of Accounting Operations

Network Services, Hollywood

Charles L. Glett.....Vice President in Charge of Network Services, Hollywood
Austin E. Joscelyn.....Director of Operations, Hollywood

CBS, Inc., Broadcast Service Departments

Building Construction

Kingdon Tyler.....Manager, Building Construction Department
H. W. Van Wagenen.....Assistant Manager, Building Construction Department

Building Operations and Tickets

James Swenson....Manager, Building Operations
Jack Page.....Assistant Manager, Building Operations
Laurette Banks.....Supervisor, Ticket Bureau

General Purchasing

John E. Forsander.....Director of Purchases
Edward Drewes.....Purchasing Agent

Office Services

A. H. Bryant.....Manager
Maude Stubner.....Supervisor, Program Typing
Emily Schiener.....Supervisor, Ediphone

Personnel Relations

Robert Kalaidjian.....Director
Charles Burt.....Personnel Administrator
Dr. Jack Nelson.....Director, Medical Office
John Anderson.....Personnel and Labor Research Manager
Richard Stanley.....Employment Manager

Photography

Walter I. Seigal.....Manager

Reference

William C. Ackerman.....Director
May Dowell.....Manager, General Information
Agnes Law .....Librarian

CBS Television Spot Sales

Sam Cook Digges.....General Sales Manager of CBS Television Spot Sales
Clark George.....Eastern Sales Manager
MacLean Chandler.....Midwest Sales Manager
Ben Margolis.....Business Manager

CBS Television Film Sales

Fred Mahlstedt.....Director of Operations
W. S. Edwards.....General Sales Manager

CBS Owned Stations

WCBS-TV, 485 Madison Avenue, New York 22, New York

Craig Lawrence .....General Manager
George R. Dunham.....General Sales Manager
Hal Hough.....Program Manager
Robert Patt.....Promotion Manager

KNXT, 1313 North Vine Street, Los Angeles 28, California

James T. Aubrey.....General Manager
Edmund C. Bunker.....Sales Manager
Donald M. Hine.....Program Director
Dean Linger.....Promotion Manager

WBBM-TV, 410 North Michigan Ave., Chicago, Ill.

H. Leslie Atlass....Vice-President in Charge of Central Division
George Arkedis.....General Sales Manager
Kenneth B. Craig.....Director of Operations
Thomas A. Bland.....Program Manager
John T. Curry.....Promotion Manager

The pattern that killed a myth

The pundits who solemnly explained that television's popularity was largely based on its "novelty" may now go to the rear of the class.

Today some five years after the novelty has worn off, Americans continue to find television as irresistible as easy money, as compelling as a thunderstorm. And the pattern of their devotion is as plain as the forest on the rooftops.

Families with sets devote more time to television than ever before — an average last year of four hours and forty-nine minutes a day. This is more time than the American family has ever given to *any* spare-time pursuit.

Though not all areas yet have access to television, *one television program wins, week after week, the largest audience ever garnered by any medium in advertising history* — 40,000,000 people!

That program, of course, is carried over CBS Television, as are most of the most popular nighttime television programs.

Indeed, in the nation's leading markets, where audiences have a choice of what to look at, CBS Television keeps winning the highest average audience of any network.

Add to a pattern of leadership the fact that CBS Television delivers these great audiences at the lowest cost per thousand ... and it becomes clear why advertisers use more time on CBS Television than on any other network.

CBS TELEVISION

"BRIGHTEST YEAR" FOR TV

1953 Augurs Well For "Fastest Growing Industry"

By DR. ALLEN B. DU MONT, President
Allen B. Du Mont Laboratories, Inc.

TELEVISION, the most spectacular facet of the electronics industry, can anticipate its brightest year in 1953. All signs point to the industry continuing its sensational growth pattern which has been one of the fastest moving developments yet seen in American business history.

An all-time cumulative total of receiver production since 1946 runs to 23.6 million units. This adds up to an aggregate public total investment, at retail level of $9½ billion. And, of course this figure is apart from the investments averaging $500,000 each, in approximately 120 telecasting plants (as this is being written). Small wonder that television is called America's fastest growing industry!

•

Looking ahead to industry prospects in 1953, we may expect upward of 75 new stations on the air, with the possibility that approximately 50 of this total will be in the Ultra High Frequencies. This increase in stations, will, of course, mean a wide increase in present coverage by the major networks.

An interesting development, only recently announced, is that of a new coaxial cable system. This system is capable of handling simultaneously 600 telephone conversations plus one television program in each direction it travels. Widespread use of this revolutionary coaxial cable could conceivably help to cut present line costs considerably.

•

The release of the "freeze," new stations going on the air, and numerous construction permits being granted by the Federal Communications Commission means that transmitter manufacturers can look forward to a possible volume of $60 million for transmitting and allied studio equipment in 1953.

The increased use of television by various segments of business and industry also makes the industrial television market an attractive one for equipment manufacturers.

•

The new television areas opening, and increased emphasis on the multi-television-set-home in older markets, cues manufacturers to plan for 1953 their biggest production year since 1950 when 7.5 million receivers came off the production lines.

During 1952, the broadcasting segment of the industry reached high levels with its serious and constructive view of its responsibilities, not only as an entertainment medium, but as an instrument of public service to the American people.

In 1953 television will be stimulated and inspired to accept an even greater challenge. As television continues to broaden its horizons its vast potential will be limited only by the imagination and skill of those using it.

Since Allen B. Du Mont Laboratories, Inc., is devoted exclusively to television in all of its phases, its progress in 1953 will mirror the growth pattern of the video industry.

Nineteen fifty-two was an excellent year for the network division, and prospects for 1953 look even better. For the first time in network history, billings passed the 10 million dollar mark and, at the moment, we are putting into operation our new Tele-Centre on East 67th Street.

We look forward in confidence to keeping step with the spread of the medium throughout 1953. Our programming has made two distinct contributions to the medium during the year. Bishop Sheen demonstrated that millions of viewers are eager for substantial thought-provoking periods. And we strengthened sports telecasting substantially—first, with regular weekly boxing bouts, and later through our coverage of professional football, demonstrating how fans can see the game they want to see weekly, namely, by way of regional telecasts.

The public's acceptance of our 1953 line of television receivers is already following the 1952 trend which saw production hard pressed to keep up with expanding sales.

The long range future of electronics and television will be limited only by the imagination of those using it. At this point we have only skimmed the surface of its possibilities. Electronics and television are new instrumentalities which mean wider and added services to mankind. They both will provide a new dimension in every day living.

DuMONT TELEVISION NETWORK

CHRIS J. WITTING
Managing Director

A veteran of the Du Mont organization, CHRIS J. WITTING, managing director of its broadcasting division, is also a leader in telecasting. He joined Du Mont in 1947, when he was asked to leave his own accounting business and set up operating procedures for the telecasting division, whose general manager he became in 1949. He assumed his present position of managing director in June, 1951. In the meantime, he has seen Du Mont reach the highest billings in its history and complete a $4,000,000 programming-engineering center in Manhattan. He took a part in setting up the National Association of Radio-Television Broadcasters and at its organization was made a member of its board of directors. He was elected a director of the American Television Society in June, 1951. In April, 1952, he was elected a member of the board of directors of the Advertising Council, representing the broadcasting industry.

WITTING

JAMES L. CADDIGAN
Director of Programs and Production

JAMES L. CADDIGAN, director of programming and production for the Du Mont Television Network, is a pioneer in network television programming. He is credited with giving the medium several of its significant "firsts"—the first full daytime schedule as well as 7 to 9 a.m. programming, the medium's first space show (Captain Video) and its first kindergarten (TV Baby Sitter). He also created and aired its first fantasy for children (Magic Cottage). A veteran of the motion picture field, he pioneered the effective use of film on TV through skillful editing for a home audience and in late 1952 instituted the medium's most sustained effort at "on location" production with "Dark of Night." He also has been a leader in creating programs of a public service nature. A native of Boston, Caddigan served during the war as a colonel on the staff of the Adjutant General. He is a member of ATS and SMPE.

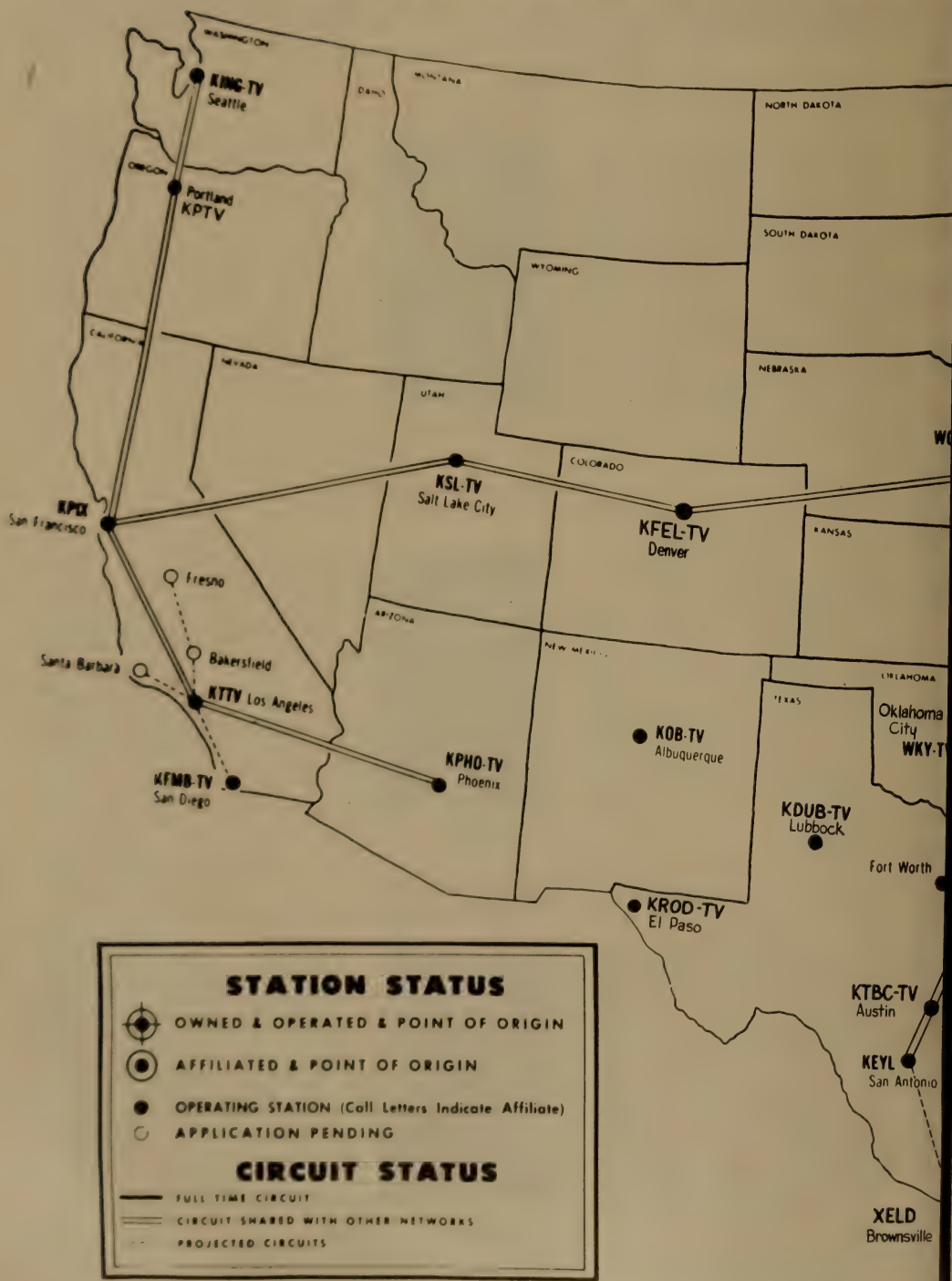
CADDIGAN

TED BERGMANN
Director of Sales

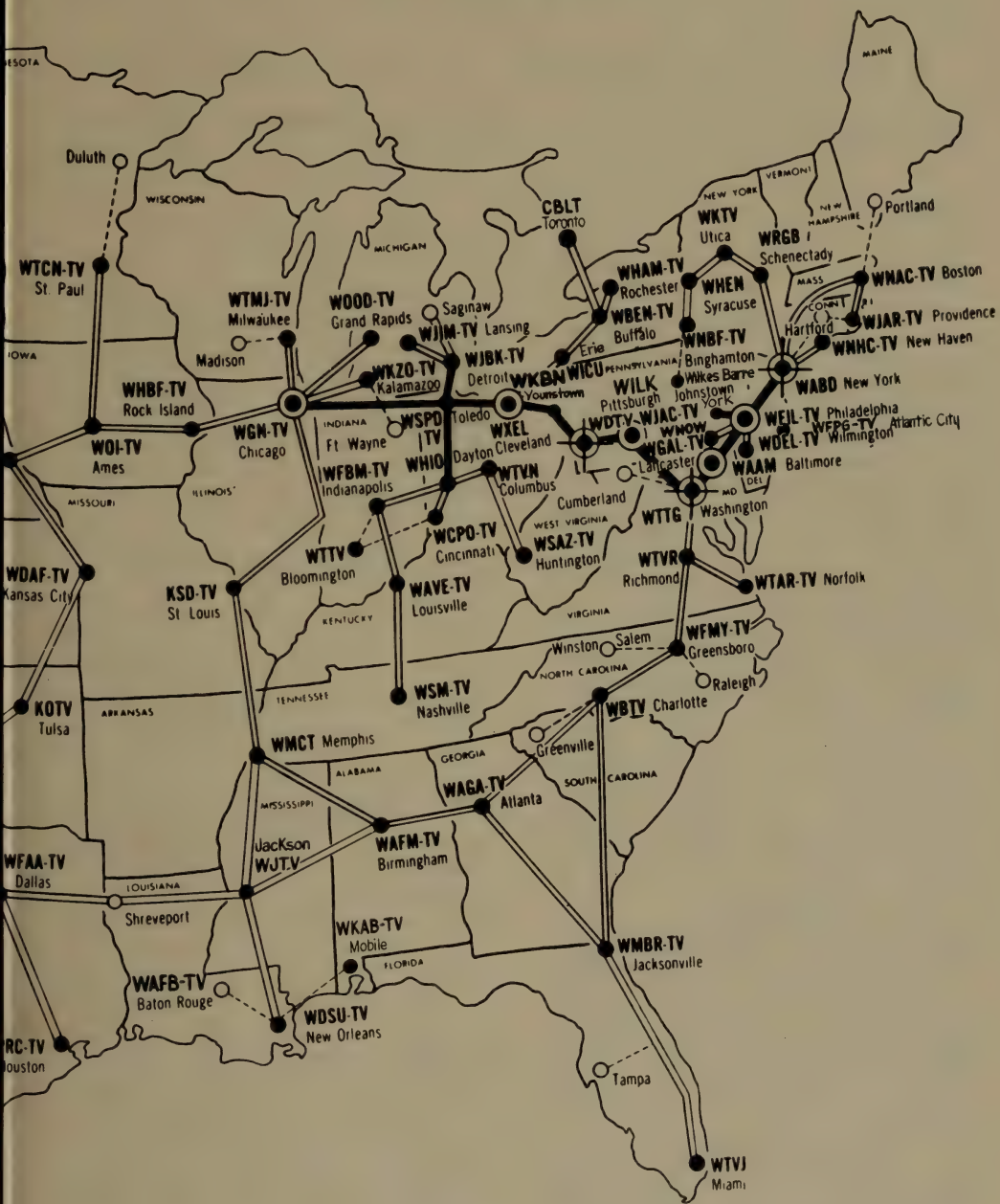
TED BERGMANN was the Du Mont Television Network's top salesman before becoming the web's director of sales in July, 1951. Joining the organization in June, 1947, he had had an effective hand in signing most of the major contracts for time bought by national advertisers. These sales coups included "Cavalcade of Stars" and "Cavalcade of Bands," as well as the "Captain Video" deal—TV's first half hour across-the-board network time sale to a single sponsor. New York City-born, Bergmann entered broadcasting by joining NBC in 1941, leaving shortly for wartime duty. A commissioned officer, he was second in command of radio public relations on General Eisenhower's staff. Leaving the service, he rejoined NBC and later went to a radio production organization as creator and salesman, resigning that position to join Du Mont's network sales department as an account executive.

BERGMANN

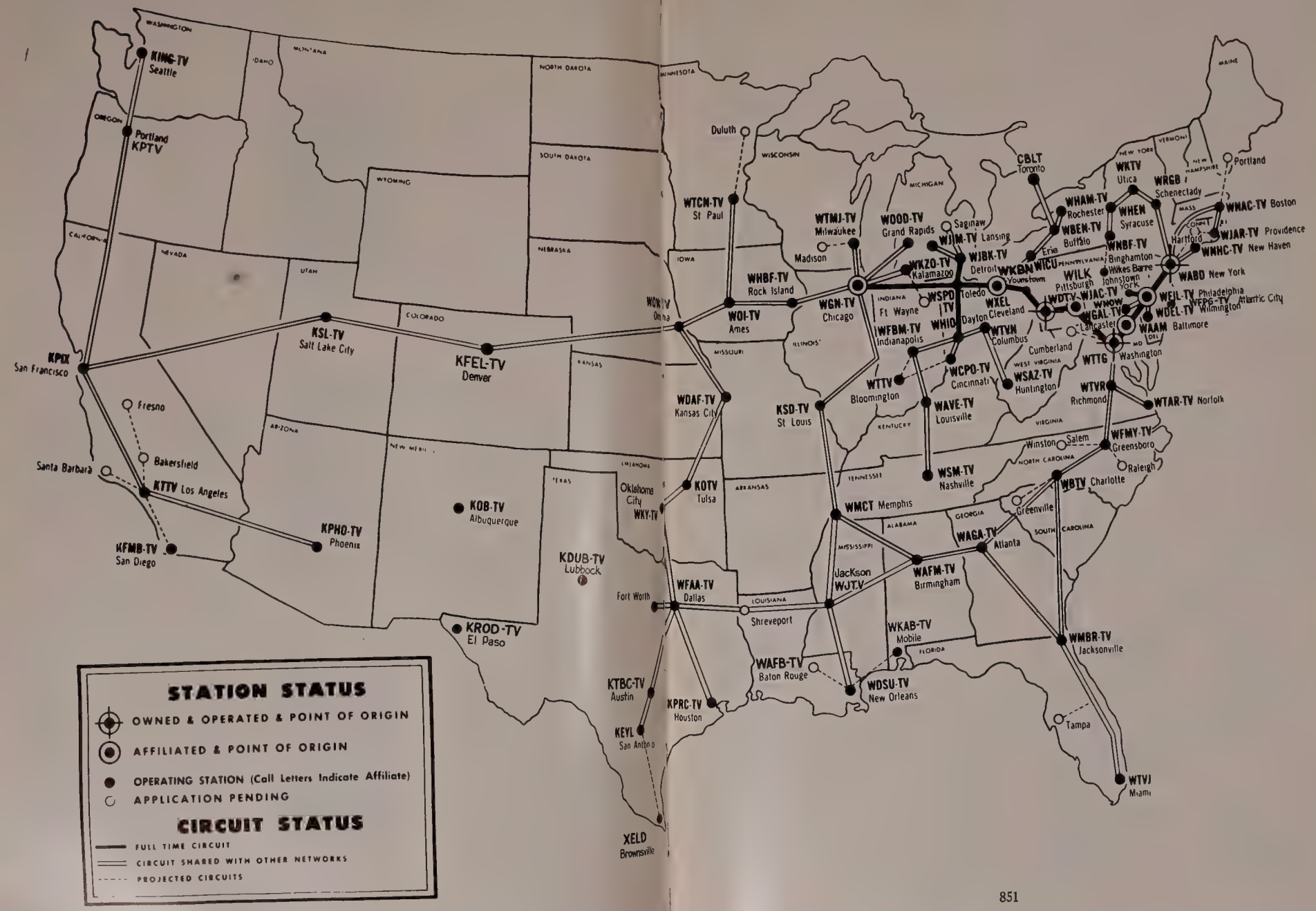
DuMONT TELE


KING-TV
Seattle
Portland
KPTV
NORTH DAKOTA
SOUTH DAKOTA
WYOMING
NEBRASKA
UTAH
COLORADO
KSL-TV
Salt Lake City
KFEL-TV
Denver
KPIX
San Francisco
Fresno
Bakersfield
Santa Barbara
KTTV Los Angeles
KFMB-TV
San Diego
KPHO-TV
Phoenix
KOB-TV
Albuquerque
KDUB-TV
Lubbock
Oklahoma City
Fort Worth
KROD-TV
El Paso
KTBC-TV
Austin
KEYL
San Antonio
XELD
Brownsville
STATION STATUS
OWNED & OPERATED & POINT OF ORIGIN
AFFILIATED & POINT OF ORIGIN
OPERATING STATION (Call Letters Indicate Affiliate)
APPLICATION PENDING
CIRCUIT STATUS
FULL TIME CIRCUIT
CIRCUIT SHARED WITH OTHER NETWORKS
PROJECTED CIRCUITS

VISION NETWORK



DuMONT TELEVISION NETWORK



DuMONT
TELEVISION NETWORK

A Division of Allen B. Du Mont Laboratories, Inc.

515 Madison Avenue, New York 22, New York
Telephone: MU 8-2600

Network Executives

Chris J. Witting...Director and General Manager
Donald H. McGannon....Admin. Asst. to the Dir.
Ted Bergman.....Director of Network Sales
James L. Caddigan...Dir. of Prog. and Production
Elmore B. Lyford....Director of Station Relations
Robert L. Coe.....Mgr., Station Relations Dept.
Rodney D. Chipp.....Director of Engineering
Gerald Lyons.....Director of Public Relations and Publicity
Thomas J. McMahon.....Director of Sports
John H. Bachem.....Asst. Dir of. Network Sales
Norman W. Drescher....Manager Closed Circuit, Merchandising and Licensing Departments
Joseph Hess.....Controller, Broadcasting Division
Richard E. Jones.....Manager, Owned and Operated Stations
Walter Compton.....Manager of WTTG, Washington, D. C.
Harold C. Lund.....Manager of WDTV, Pittsburgh, Pennsylvania
Milton Morel..Manager of New York Operations

Network Sales

Ted Bergmann.....Director of Network Sales
John H. Bachem...Assistant Director of Network Sales
Lynn Cleary.....Manager of Sales Service
Edward R. Eadeh.....Manager of Research
David Lasley.....Central Division Sales Manager, 435 North Michigan Avenue, Chicago 11, Illinois
Robert H. Miller.....Account Executive, Central Division, 435 North Michigan Avenue, Chicago 11, Illinois
Richard S. Railton.....West Coast Sales Representative, Monadnock Building, San Francisco 5, California
William Koblenzer.....Account Executive
James F. Owens.....Account Executive
Duncan R. Buckham.....Account Executive
John B. Soell.....Account Executive
Norman J. Hendershot.....Account Executive
Richard B. Stark.....Account Executive
Harry Pertka.....Account Executive
Arthur J. Daly.....Account Executive
Lawrence H. Buck...Mgr., Account Mgrs.' Group
Richard Geismar.....Account Manager
Hank Opperman.....Account Manager

Programming and Production

James L. Caddigan.....Director of Programming and Production
Leslie G. Arries, Jr.....Assistant Director of Programming and Production
Werner, Michael.....Assistant to the Director
Paul Rosen.....Manager of Program and Talent Procurement
A. L. Hollander...Production Facilities Manager
Duncan MacDonald.....Supervisor of Women's Programming and Religious Programming
Don Russell.....Chief Announcer
Ed Lieberthal.....Chief Coordinator
Elizabeth Mears.....Casting Director
Charles Mann.....Script Editor
Edward Saulpaugh.....Supervisor of Continuity Acceptance
Dominick Celentano.....Supervisor of Music Acceptance
Sam Posner.....Program Administration Asst.
Ted Hammerstein.....Supervising Producer
Charles Parsons.....Supervising Producer
Roger Gerry.....Supervising Producer
Irwin Rosten.....Supervising Producer
Frank Bunetta.....Senior Director
Harry Coyle.....Director
Pat Fay.....Director
H. Wesley Kenney.....Director
David Lowe.....Director
William Marceau.....Director
Arnold Nocks.....Director

William Seaman .....Director
Keith Thomas .....Director
James Saunders .....Director
Barry Shear .....Director

Operations

Saul Abraham.....Supervisor, Adelphia Theater
S. W. Fairchild.....Supervisor, Studio D
Ralph Robbins.....Supervisor, Wanamaker Studio
Samuel Spachner.....Supr., Ambassador Theater

Engineering

Rodney D. Chipp.....Director of Engineering
Robert F. Bigwood...Mgr. of General Engineering
H. C. Milholland...Mgr. of Technical Operations
S. Patremio.....Development Engineer
Arthur Deneke.....Building Facilities Engineer
Eric Herud.....Technical Operations Engineer, WABD, New York
Malcolm Burleson.....Chief Engineer, WTTG, Washington, D. C.
Raymond Rodgers...Chief Engineer, WDTV, Pitt.

Station Relations

Elmore B. Lyford.....Dir. of Station Relations
Robert L. Coe.....Mgr., Station Relations Dept.
Roylance H. Sharp.....Mgr., Traffic Dept.
Edwin G. Koehler..Area Super., Station Relations
Joseph R. Cox....Area Super., Station Relations
Robert S. Woolf.....Teletranscription Dept.

Sports Department

Thomas J. McMahon.....Director of Sports

Accounting

Joseph Hess.....Controller, Broadcast Division
Willoughby Walsh.....Purchasing Agent

Public Relations and Publicity

Gerald Lyons....Director of Public Relations and Publicity

Research

Edward R. Eadeh.....Manager of Research

Personnel

Leil Tanenholz.....Manager, Network Personnel Department

Advertising and Promotion

Norman S. Ginsburg.....Manager, Advertising Program Promotion
Norman S. Brett.....Manager, Sales Promotion

DuMont Owned and Operated Stations

WABD, New York

Richard E. Jones.....Manager
James L. Caddigan.....Program Director
Lawrence L. Wynn.....Sales Manager
Milton Morel.....Manager of N. Y. Operations
Saul Abraham.....Supervisor, Adelphi Theater
Sam Spachner...Supervisor, Ambassador Theater
S. W. Fairchild.....Supervisor, Studio D, 515 Madison Avenue
Ralph Robbins.....Spur., Studio A, Wanamaker's

SALES ACCOUNT EXECUTIVES

William Walters
Jim Wilber
Perry Frank
Richard Hamburger
Robert F. Adams

WDTV, Pittsburgh

Harold C. Lund.....Manager
Don Menard.....Operations Manager
George Baren Bregge.....Sales Director
Raymond Rodgers.....Chief Engineer
William A. Krough.....Sales Service Manager
Paul P. Palangi.....Personnel Manager
Dick Fortune.....Public Relations Manager
Byron Dowty.....Program Manager
Mildred Johnson.....Traffic Manager
Dave Murray.....News and Special Events
Richard Dreyfuss.....Film Manager
Nick Perry.....Chief Announcer
William Jewett.....Prop Facilities
Joe Bock.....Art Manager

WTTG, Washington

Walter Compton.....General Manager
Roger M. Coelos....Program Operations Manager
Neal J. Edwards.....Sales Manager
M. M. Burleson.....Chief Engineer
Jules Huber.....Film Supervisor
George Flax.....Promotion and Publicity

FRONT ROW CENTER – U.S.A.

Whether there be green grass or white lights outside, inside they're watching television. Without tickets, without top hats, with but a single switch to turn, millions of people, day and night, watch miracles from the best seats in the house.

Du Mont keeps them watching with a simple formula—sensible television. With programs that lift while they entertain, that please everyone. With programs born of imagination, not imitation.

For advertisers, too, Du Mont television is sensible television, powerful in impact but practical in cost. Du Mont alone has brought this greatest of all sales mediums within the grasp of all advertisers, large or small.

Because it is unique in its appeal to viewers, and to advertisers, Du Mont will always be a prime factor in the continued growth and betterment of the miracle called television.

DU MONT TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. MU 8-2600

A Division of the Allen B. Du Mont Laboratories, Inc.

FINANCIAL SIDE OF TV-FILM

Good Product Now Can Be Accurately Evaluated

By BASIL GRILLO, Exec. Vice President,
Bing Crosby Enterprises, Inc.

THE bookkeeping aspects of the business of producing film for television is not the least of the manifold problems created by this mercurial child of electronics. Television, or, seeing at a distance, according to the language experts, offers no sight at any distance when it comes to the certain estimate of investment return over given periods.

Certainly, good product will pay out because the profit horizon is now much nearer the reach of calculating instruments than in past years and hard-headed evaluation suggests that realistic price structures if understood and maintained by all concerned, can bring sufficient revenue to make television film production a sound enterprise.

Top production requires adequate investment and adequate investment obviously requires adequate return. It's that simple to comprehend but much more difficult to realize.

There has been a tendency to equalize rising facilities' costs by a demand for reduction in program payments. But as was said many years ago anent radio costs, ". . . no one ever listened for a watt. . . ." then just as certainly, nobody cares to view merely a television test pattern.

The show is the thing and good shows cannot be made out of stuffed suits. People of talent who can move the minds and warm the hearts of viewers, writers who give them the words and directors who bring the whole into a smooth exhilarating experience for the viewer—these are the elements which give television more than temporary scientific excitement and such as these are the only insurance of a continuing growing of the great television industry.

Production investment is long term and we expect to wait for our fair return, but that old bugbear, obsolescence — obsolescence of style, of settings, of events themselves, is ever lurking in the background, so time is also of the essence to capital.

It is too easy to overlook the fact that a thirty-nine week Class "A" television series can be equivalent to a Class "A" metropolitan station in point of investment. Those of us who have risked hundreds of thousands of dollars are willing to venture and to wait, but the television dollar must be so pied as to equalize return as well as risk, and thus to attract continuing investment from the same experienced, tried and proven production sources.

Overall distribution costs have had a tendency to increase insofar as selling the smaller television markets is concerned since these require the same personal contact and sales service as the larger markets, yet potential income per sales dollar expended is ridiculously small by comparison.

Rising costs during the past three years have created additional burdens on the producer and he has found himself on the horns of a dilemma. He cannot get sufficient additional income for his product to level off the increase nor does he desire to reduce production values in order to even things up. If he did, his competitive position would be seriously endangered, plus the fact that any budgeting on production values would probably shorten the production life of the series. Top-level production, in our opinion, aids materially in extending the income potential since the product continues to hold its own with newer product into which more production money may have been invested because of greater income expectation from the additional markets constantly coming on the air.

Corner cutting on dramatic show production is something which will always stick out like a sore finger because the mood is created by *atmosphere and dialogue* together. To eliminate mood producing settings and thus place the entire production upon the cast is to invite mediocrity and low-level impact.

Viewers will expect to find continuing improvement in their television programs, they will not be satisfied with anything less than an ever-growing visible maturity in this new medium. We have much to learn, much to refine and much to develop in the business of bringing to the television screen all of the values potentially possible in this intricate, challenging and dynamic medium of communication.

N. B. C. TELEVISION NETWORK

DAVID SARNOFF
Chairman of the Boards of RCA and NBC

BRIG. GEN. DAVID SARNOFF, chairman of the Boards of RCA and NBC, entered the communications field as a messenger boy at the age of 15. As the importance of radio grew, he became successively Chief Inspector, Assistant Traffic Manager, and in 1917, Commercial Manager of the Marconi Wireless Telegraph Company of America. In 1919, when RCA was formed, it acquired the Marconi Company and appointed General Sarnoff commercial manager. During the following eleven years, he advanced from Commercial Manager to General Manager, then Vice President, Executive Vice President, and in 1930, at the age of 39, he was elected president of RCA. He was elected chairman of the board and chief executive officer of RCA in 1947. During World War II, he served as Special Consultant on Communications to General Dwight D. Eisenhower at SHAEF in Europe.

SARNOFF

FRANK WHITE
President of NBC

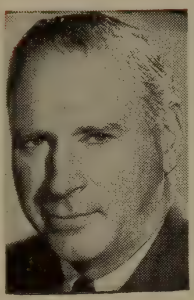
Elected President and a director of NBC on Jan. 2, 1953, FRANK WHITE is a veteran of 16 years in the broadcast industry, beginning in 1937 when he joined CBS as treasurer. In 1942, he was named a vice president and director, continuing to function as treasurer until 1947, when he became president and director of Columbia Records, Inc. On May 1, 1949, he moved to MBS as president and director. He joined NBC May 31, 1952, and was named vice president and general manager of the networks June 18, 1952.

White, a graduate of George Washington University and a veteran of Navy aviation in World War I, served for six years as treasurer of the Literary Guild of America, leaving in 1935 to join the Stage Publishing Co. From 1936 to 1937 he was treasurer and business manager of Newsweek, Inc.

WHITE

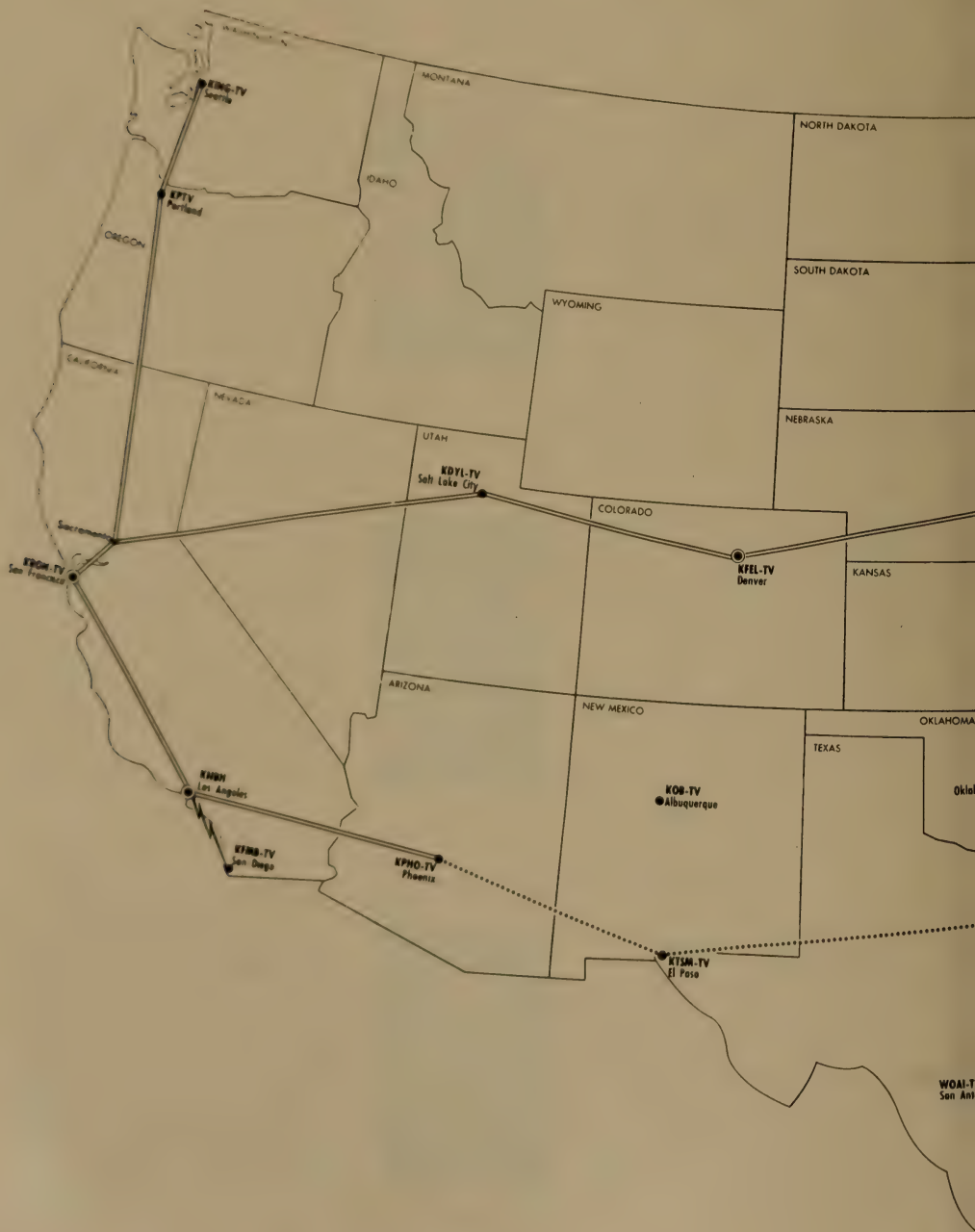
JOHN K. HERBERT
Vice President in Charge of Networks

JOHN K. HERBERT joined NBC Sept. 5, 1950, as assistant to the President, and on Nov. 27, 1950, was appointed general sales manager for the Radio Network. He was named vice president in charge of Sales for both the Radio and Television Networks on July 21, 1952. On Jan. 2, 1953, he was named vice president in charge of Networks. He left the post of vice president and general advertising manager of Hearst Magazines, Inc., where he had served for 12 years, to join NBC. Prior to that Herbert had been New England manager and Eastern advertising manager of Good Housekeeping. A graduate of Holy Cross College, in Worcester, Mass., he served in the United States Marine Corps from January, 1943, until October, 1945, when he left the Marine Corps with the rank of captain.

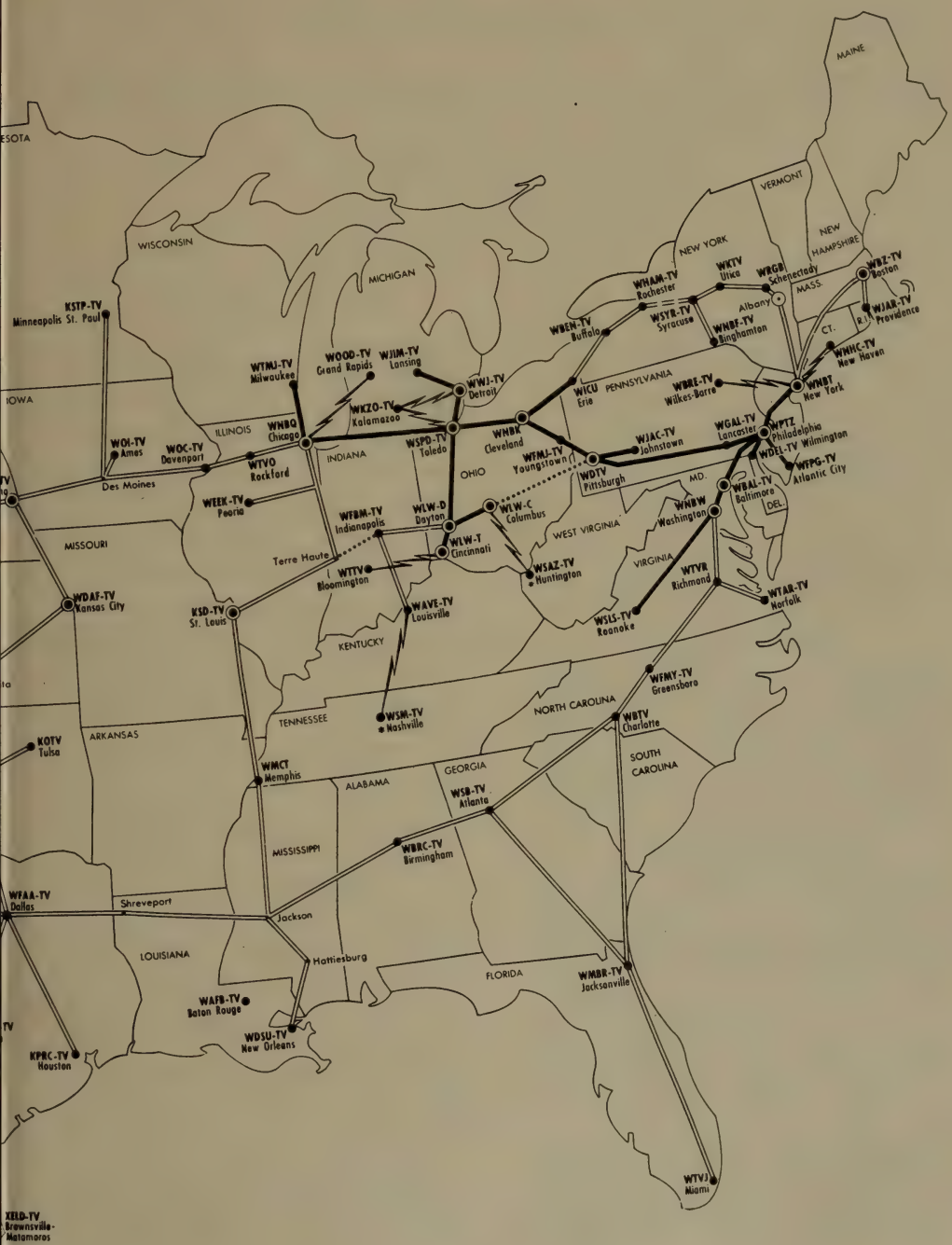


HERBERT

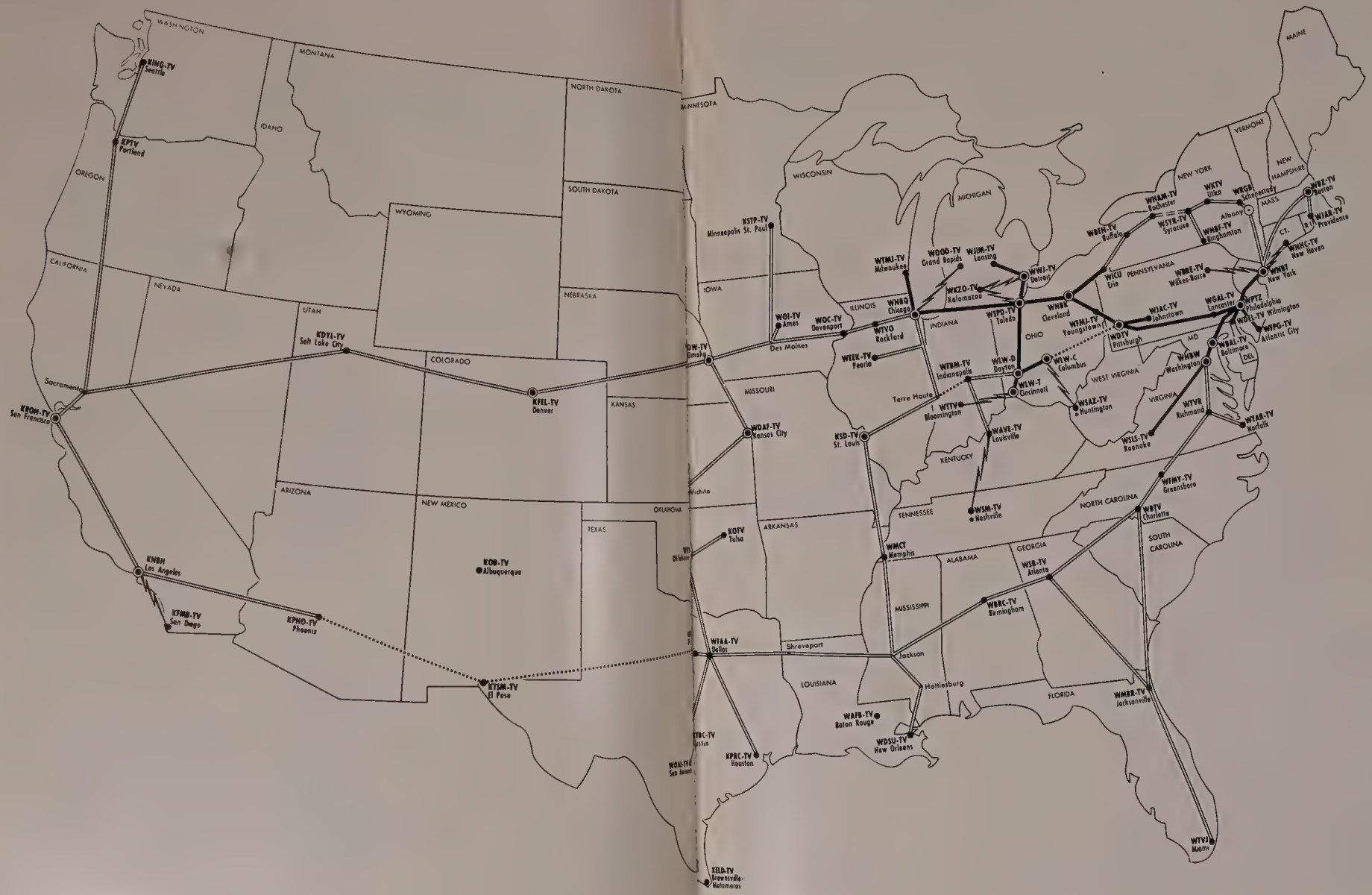
NATIONAL BROAD



CASTING COMPANY



NATIONAL BROADCASTING COMPANY



NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: CIrcle 7-8300

Registered Telegraphic Address:
NATBROCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 280.

ORGANIZATION UNDER VICE-PRESIDENT IN CHARGE OF NETWORKS

John K. Herbert.....V.P. in Charge of Networks
David C. Adams.....V.-P. for Administration
William H. Fineshriber, Jr....V.-P. and Gen. Mgr. of Networks

Sales Department

George H. Frey.....V.P. and Sales Director
Walter D. Scott...Administrative Sales Manager
John Lanigan.....Manager of Eastern Sales Division
Edward R. Hitz.....Manager of Central Sales Division
John T. Williams.....Manager of Western Sales Division
Frederick W. Dodge...Director of Merchandising

Program Department

Charles C. Barry.....Vice-Pres. in Charge of Networks Program
Thomas A. McAvity...National Program Director
Carl M. Stanton....Television Network Program Manager
Thomas McCray.....Director Networks Programs—Hollywood
Harold Kemp.....Manager of the Talent Office
Merritt W. Barnum, Jr.....Manager of New Program Development

Public Affairs Department

Davidson Taylor.....Director of Public Affairs
William R. McAndrew.....Manager of News and Special Events
Thomas S. Gallery.....Manager of Sports
Edward Stanley.....Manager of Public Service Programs

Production Department

Frederick W. Wile, Jr.....Vice Pres. in Charge of Networks Production
Leonard H. Hole.....Director of Production

Technical Operations Department

George McElrath.....Director of Technical Operations
Frederick G. Knopfke..Manager of Sound Effects
Thomas H. Phelan....Manager of TV Technical Operations
Charles L. Townsend..Technical Film Coordinator

Production Services Department

Fred Shawn.....Director of Production Services
James A. Glenn.....Manager of Staging Services and Special Effects
Hugh T. Graham.....Chief of Production Coordinators
Ernest V. Theiss.....Manager of Production Operations
Anthony M. Hennig.....Director of Plant Operations
Sol Cornberg.....Supervisor of Plant Facilities Development

Production Controls

J. Robert Myers..Director of Production Controls
Isabel Finnie.....Supervisor of Business Office

Film and Kinescope Division

Frank C. Lepore.....Manager of Film and Kinescope Operations

TV Network Operations—Hollywood

Earl H. Rettig.....Director of Finance and Operations

Promotion, Planning and Development Department

Ruddick C. Lawrence.....Director of Promotion, Planning and Development

Advertising and Promotion Department

Jacob A. Evans.....Director of Advertising and Promotion
James H. Nelson.....Advertising Manager
John G. Fuller.....Sales Promotion Manager
Fred C. Veit.....Manager of Art, Production and Graphics

Research and Planning Department

Hugh M. Beville.....Director of Research and Planning
Dr. Thomas E. Coffin.....Manager of Research
James H. Cornell.....Manager of Audience Measurement
Barry T. Rumple.....Manager of Plans

Development Department

Robert W. McFayden...Director of Development

Film Division

Robert W. Sarnoff.....V.P. in Charge of Film Division
John B. Cron.....Mgr. of Television Film Sales
Stanton M. Osgood.....Mgr. of Television Film Production

Station Relations Department

Harry Bannister.....Vice Pres. in Charge of Station Relations
Sheldon B. Hickox, Jr.....Director of Station Relations
Thomas E. Knode.....Mgr. of Station Relations

Press Department

Sydney H. Eiges....Vice Pres. in Charge of Press
Frank Young.....Director of Press
Don Bishop.....Manager of Program Publicity
William Lauten...Manager of Business Publicity
Norman H. Pader.....Manager of Exploitation

Controller's Department

Charles J. Cresswell.....Controller for the Networks
William V. Sargent.....Assistant Controller, Networks

ORGANIZATION UNDER FINANCIAL V.-P.

Joseph V. Heffernan.....Financial Vice Pres.
Samuel Chotzinoff.....General Music Director
Hamilton Young.....Budget Director
Harry F. McKeon.....Controller
William S. Hedges.....Vice President in Charge of Integrated Services
Edward M. Lowell.....Manager of Building and General Service Dept.
William B. Miller.....Night Executive Officer
Frances Sprague.....Chief Librarian
Gustav B. Margraf.....Vice President and General Attorney
Thomas E. Ervin.....Assistant General Attorney
Ernest de la Ossa.....Director of Personnel
Joseph A. McDonald.....Treasurer
William A. Williams.....Assistant Treasurer
William D. Bloxham.....Manager of Purchasing

ORGANIZATION UNDER VICE-PRES. OWNED & OPERATED STATIONS

Charles R. Denny....Vice President for Owned & Operated Stations, Public Relations and Staff Engineering
Henry T. Sjogren.....Controller for Owned & Operated Stations
Thomas B. McFadden.....Director of National Spot Sales
Richard H. Close.....Manager for Represented Stations
John H. Reber.....National Mgr. for Television Spot Sales

Public Relations Department

Edward D. Madden.....Vice President & Assistant to the President

Continuity Acceptance Department

Stockton Helffrich.....Manager of Continuity Acceptance

Information Department

Anita Barnard.....Manager of Information

Engineering Department

O. B. Hanson.....Vice President & Chief Engineer
William A. Clarke.....Administrative Assistant
Chester A. Rackey.....Mgr. of Audio-Video Engineering
Robert E. Shelby.....Dir. of Color Television Systems Development
James Wood, Jr...Manager of Technical Services

WNBT, New York

Ted Cott.....Vice Pres. & General Manager
Peter M. Affe.....Television Program Manager
Max E. Buck.....Director of Advertising, Sales Promotion & Merchandising
Jay J. Heitin.....Television Sales Manager
Richard M. Pack.....Director of Programs & Operations

WNBQ, Chicago

Harry C. Kopf.....Vice Pres. & General Manager
Jules Herbuveaux.....Director of Television Operations
Howard C. Luttgens.....Engineer in Charge
John J. McPartlin.....Manager of Television Local Sales

WNBK, Cleveland

Hamilton Shea.....General Manager
Norman Cloutier.....Program Director
Charles F. Hutaff.....Director of Advertising, Promotion & Merchandising

NOTE: A full listing of the personnel of NBC's O & O stations, as well as the organization of the Washington and Hollywood offices, will be found on Page 282.

BIG

As this advertisement is written in January, 1953, there are 21 million TV sets in use. Five years ago, when NBC instituted Network Television, there were only 170,000 sets.

Compare this to the automobile industry—one of America's greatest industrial achievements. It took 31 years to put 21 million automobiles on the road.

A comparison that's closer to home

NATIONAL

GEST

five-year-old in history

is the radio industry. Radio reached the 21 million mark in 1932 after 11 years of set production and broadcasting.

NBC has led every inch of the way in developing television as a lively art and as a selling medium. By establishing the first network . . . by pioneering big-time program techniques . . . by bringing the greatest stars in entertainment to television . . . by measuring and proving television's tremendous sales effectiveness . . . by developing new and unique sponsorship plans . . . by providing a national merchandising service to NBC television sponsors.

By the end of 1953, 6 million more television sets will have been added to the nation's total. And just as in the past, these six million new sets will be tuned most often to NBC.

BROADCASTING COMPANY

a service of Radio Corporation of America

21.8 Million TV Sets Manufactured Since 1946

Over 21.8 million television receivers were shipped to dealers throughout the country from 1946 through the end of 1952, according to figures published here early this Spring by the Radio and Television Manufacturers Assoc. Although the report is not designed to show the actual number of TV sets in use in various areas—due to obsolescence, exports from the area, dealers' inventory and other factors—it does give a picture of the original distribution of the 21,812,263 sets shipped to dealers during the 7-year period, the Radio Television Manufacturers Association said.

The following table shows state-by-state shipments.

State	Total	State	Total
Alabama	156,268	Nebraska	139,479
Arizona	19,918	Nevada	581
Arkansas	36,893	New Hampshire	63,570
California	2,097,172	New Jersey	1,282,586
Colorado	100,571	New Mexico	20,406
Connecticut	115,902	New York	3,505,155
Delaware	77,200	North Carolina	255,067
District of Columbia	251,051	North Dakota	1,380
Florida	200,195	Ohio	1,855,765
Georgia	279,827	Oklahoma	195,962
Idaho	2,315	Oregon	46,872
Illinois	1,621,753	Pennsylvania	2,098,227
Indiana	582,977	Rhode Island	178,126
Iowa	217,251	South Carolina	59,907
Kansas	86,395	South Dakota	3,673
Kentucky	212,375	Tennessee	194,736
Louisiana	111,818	Texas	607,610
Maine	22,769	Utah	89,691
Maryland	166,881	Vermont	13,787
Massachusetts	1,061,436	Virginia	305,390
Michigan	1,121,839	Washington	220,367
Minnesota	391,055	West Virginia	126,768
Mississippi	39,669	Wisconsin	359,147
Missouri	519,597	Wyoming	3,065
Montana	1,156	Grand Total	21,812,263

TV Allocations Of The FCC

OFFICIAL FCC TV ALLOCATIONS

ALABAMA

	Channel No.
Andalusia	29
Anniston	37
Auburn	*56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 10, *42, 48
Montgomery	12, 20, *26, 32
Opelika	22
Selma	58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16
University	*7

ARIZONA

Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Eloy	24
Flagstaff	9, 13
Globe	34
Holbrook	14
Kingman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
Phoenix	3, 5, *8, 10
Prescott	15
Safford	21
Tucson	4, *6, 9, 13
Williams	25
Window	16
Yuma	11, 13

ARKANSAS

Arkadelphia	34
Batesville	30
Benton	40
Blytheville	64, 74
Camden	50
Conway	49
El Dorado	10, 26
Fayetteville	*13, 41
Forrest City	22
Fort Smith	5, *16, 22
Harrison	24
Helena	54
Hope	15
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	46
Morrilton	43
Newport	28
Paragould	44
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

CALIFORNIA

Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	33
El Centro	16
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34
Modesto	14
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Petaluma	56
Port Chicago	15
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 28
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco-Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	16
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42
Tulare	27
Ukiah	18
Visalia	43, 49
Watsonville	22
Yreka City	11
Yuba City	52

COLORADO

Alamosa	19
Boulder	*12, 22

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Canon City	36
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26
Durango	6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Longmont	32
Loveland	38
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30

CONNECTICUT

Bridgeport	43, 49, *71
Hartford	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 59
New London	26, 81
Norwalk (see Stamford)	
Norwich	67, *63
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, 59, 83

DISTRICT OF COLUMBIA

Washington	4, 5, 7, 9, 20, *26

FLORIDA

Belle Glade	25
Bradenton	28
Clearwater	32
Daytona Beach	2
De Land	44
Fort Lauderdale	17, 23
Fort Myers	11
Fort Pierce	19
Gainesville	*5, 20
Jacksonville	4, *7, 12, 30, 36
Key West	14, 20
Lake City	33
Lakeland	16, 22
Lake Wales	14
Leesburg	26
Marianna	17
Miami	*2, 4, 7, 10, 27, 33
Ocala	15
Orlando	6, 9, 18, *24
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
Quincy	54
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34
Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 13, 38
West Palm Beach	5, 12, *15, 21

GEORGIA

	Channel No.
Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	24
Fitzgerald	23
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	*41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9 11
Statesboro	22
Swainsboro	20
Thomasville	6, 27
Tifton	14
Toccoa	35
Valdosta	37
Vidalia	26
Warner Robins	13
Waycross	16

IDAHO

Blackfoot	33
Boise	*4, 7, 9
Burley	15
Caldwell	2
Coeur d'Alene	12
Emmett	26
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moscow	*15
Nampa	6, 12
Payette	14
Pocatello	6, 16
Preston	41
Rexburg	27
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27
Weiser	20

ILLINOIS

Alton	48
Aurora	16
Belleville	54
Bloomington	15
Cairo	24
Carbondale	34, *61
Centralia	32, 59
Champaign-Urbana	3, *12, 21, 27, 33
Chicago	2, 5, 7, 9, *11, 20, 26, 32, 38, 44

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Danville	24
Decatur	17, 23
De Kalb	*67
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
Mt. Vernon	38
Olney	16
Pekin	49
Peoria	8, 19, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, *26
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

INDIANA

Anderson	61
Angola	15
Bedford	39
Bloomington	4, *30, 36
Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	*27, 33, 69
Gary	50, *66
Hammond	56
Indianapolis	6, 8, 13, *20, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Princeton	52
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31
Terre Haute	10, *57, 63
Vincennes	44
Washington	60

IOWA

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, *26
Centerville	31
Clarion City	18
Clarinda	14
Clinton	64
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	46
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	29
Oelwein	28
Oskaloosa	52
Ottumwa	15
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22
Webster City	27

KANSAS

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	6, 23
El Dorado	55
Emporia	39
Fort Scott	27
Garden City	9, 11
Goodland	31
Great Bend	2, 28
Hays	7, 20
Hutchinson	12, 18
Independence	20
Iola	44
Junction City	29
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38
Pratt	36
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY

Ashland	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	36

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Hazard	19
Hopkinsville	20
Lexington	27, 64
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	49
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43
Pikeville	14
Princeton	45
Richmond	60
Somerset	29
Winchester	37

LOUISIANA

Abbeville	27
Alexandria	5, 62
Bastrop	53
Baton Rouge	10, 28, *34, 40
Bogalusa	69
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	51
Houma	30
Jackson	18
Jennings	48
Lafayette	10, 38, 67
Lake Charles	7, *19, 25
Minden	30
Monroe	8, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	4, 6, 8, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

MAINE

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND

Annapolis	14
Baltimore	2, 11, 13, 18, *24, 60
Cambridge	22
Cumberland	17
Frederick	62
Hagerstown	52
Salisbury	16

MASSACHUSETTS

Barnstable	52
Boston	*2, 4, 5, 7, 44, 50, 56
Brockton	62
Fall River	46, 68
Greenfield	42
Holyoke (see Springfield)	
Lawrence	38
Lowell	32
New Bedford	28, 34
North Adams	74
Northampton	36
Pittsfield	64
Springfield-Holyoke	55, 61
Worcester	14, 20

MICHIGAN

Alma	41
Alpena	9, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	60
East Tawas	25
Escanaba	3
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19
Iron Mountain	9, 27
Iron River	12
Ironwood	31
Jackson	48
Kalamazoo	3, 36
Lansing	6, 54
Ludington	18
Manistee	15
Manistique	14
Marquette	5, 17
Midland	19
Mount Pleasant	47
Muskegon	29, 35
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wisc.	3, 6, *8, 32, 38
Ely	16
Fairmount	40

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatonna	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Willmar	31
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13, *44, 50
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	28
Corinth	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	12, *19, 25, 47
Kosciusko	52
Laurel	33
Louisville	46
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	38
University	*20
Vicksburg	41
West Point	8, 56
Yazoo City	49

MISSOURI

Cape Girardeau	12, 18
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monnett	14
Nevada	18
Poplar Bluff	15
Rolla	31
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	26
Glasgow	16
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16
Miles City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

NEBRASKA

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Freemont	52
Grand Island	11, 21
Hastings	5, 27
Kearney	13, 19
Lexington	23
Lincoln	10, 12, *18, 24
McCook	8, 17
Nebraska City	50
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

NEVADA

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Winnemucca	7
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	27
Durham	*11
Hanover	*21
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	19
Rochester	51

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52
Bridgeton	64
Camden	*80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13
New Brunswick	*19, 47
Paterson	37
Trenton	41
Wildwood	48

NEW MEXICO

Alamogordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco-Five Points	18
Belen	24
Carlsbad	6, 23
Clayton	27
Clovis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Los Alamos	20
Lovington	27
Portales	22
Raton	46, *52
Roswell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	15
Tucumcari	25

NEW YORK

Albany-Schenectady-Troy	6, *17, 23, 41
Amsterdam	52
Auburn	37
Batavia	33
Binghamton	12, 40, *46
Buffalo (also see Buffalo-Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4, 7, 59
Cortland	56
Dunkirk	46
Elmira	18, 24
Glens Falls	39
Gloversville	29
Hornell	50
Ithaca	*14, 20
Jamestown	58
Kingston	66
Malone	20, *66
Massena	14
Middletown	60
New York	2, 4, 5, 7, 9, 11, *25, 31
Niagara Falls (see Buffalo-Niagara Falls)	
Ogdensburg	24
Olean	54
Oneonta	62
Oswego	31
Plattsburg	28
Poughkeepsie	21, *83
Rochester	5, 10, 15, *21, 27
Rome (see Utica)	
Saranac Lake	18
Schenectady (also see Albany)	35
Syracuse	3, 8, *43
Troy (see Albany)	
Utica-Rome	13, 19, *25
Watertown	48

NORTH CAROLINA

Ahoskie	53
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Hendersonville	27
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Ada	50
Altus	36
Alva	30
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Astoria	30
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Corvallis	*7, 49
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Laurens	45
Marion	43
Newberry	70
Orangeburg	44
Rock Hill	61
Spartanburg	7, 17
Sumter	47
Union	65

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Aberdeen	9, 17
Belle Fourche	23
Brookings	*8, 25
Hot Springs	17
Huron	12, 15
Lead	5, 26
Madison	46
Mitchell	5, 20
Mobridge	27
Pierre	6, 10, *22
Rapid City	7, 15
Sioux Falls	11, 13, 38, *44
Sturgis	20
Vermillion	*2, 41
Watertown	3, 35
Winner	18
Yankton	17

TENNESSEE

Athens	14
Bristol, Tenn.-Bristol, Va.	5, 46
Chattanooga	3, 12, 43, 49, *55
Clarksville	53
Cleveland	38
Columbia	39
Cookeville	24
Covington	19
Dyersburg	46
Elizabethton	40
Fayetteville	27
Gallatin	48
Harriman	67
Humboldt	25
Jackson	9, 16
Johnson City	11, 34
Kingsport	28
Knoxville	6, 10, *20, 26
Lawrenceburg	50
Lebanon	58
McMinnville	46
Maryville	51
Memphis	3, 5, *10, 13, 42, 48
Morristown	54
Murfreesboro	18
Nashville	*2, 4, 8, 30, 36
Oak Ridge	32
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Paris	51
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Springfield	42
Tullahoma	65
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(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

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Houston	2, *8, 13, 23, 29, 39
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Jacksonville	36
Jasper	49
Kermit	14
Kilgore	59
Kingsville	40
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* Denotes Channel reservation for non-commercial educational use.

Channel No.

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Temple 16, 22
Terrell 53
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Vernon 18
Victoria 19
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Weatherford 51
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Logan 12, 30, *46
Ogden 9, *18, 24
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Provo 11, 22, *28
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VERMONT

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Fredericksburg 47
Front Royal 39
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Lynchburg 13, 16
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WASHINGTON

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* Denotes Channel reservation for non-commercial educational use.

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Ashland	15
Beaver Dam	37
Beloit	57
Chilton	*24
Eau Claire	13, *19, 25
Fond du Lac	54
Green Bay	2, 6
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Kenosha	61
La Crosse	8, *32, 38
Madison	3, *21, 27, 33
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Marinette	11, 32, *38
Milwaukee	4, *10, 12, 19, 25, 31
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Park Falls	*18
Portage	17
Prairie du Chien	34
Racine	49, 55
Rhinelander	22
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Sheboygan	59
Shell Lake	*30
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Evanston	14
Gillette	31
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Lander	17
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Newcastle	28
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Torrington	27
Wheatland	24
Worland	34

U. S. TERRITORIES AND POSSESSIONS

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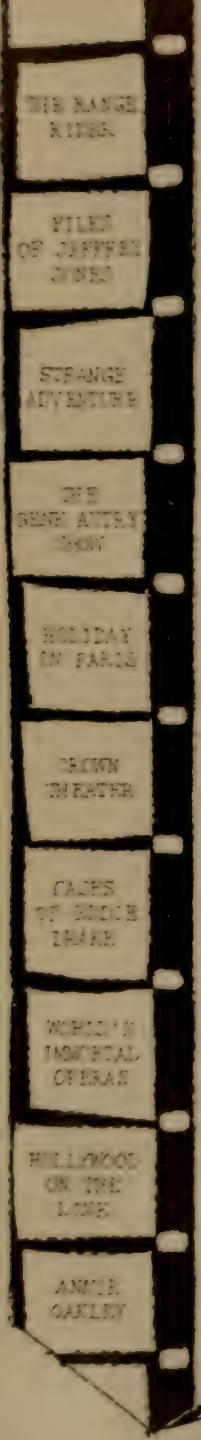

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TELEVISION STATIONS

Alphabetically Listed by Cities — Call Letters

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WLW-D	Dayton, O.	905
WLW-T	Cincinnati, O.	903
WMAL-TV	Washington, D. C.	885
WMAR-TV	Baltimore, Md.	893
WMBR-TV	Jacksonville, Fla.	887
WMCT	Memphis, Tenn.	911
WNAC-TV	Boston, Mass.	893
WNBF-TV	Binghamton, N. Y.	899
WNBK	Cleveland, O.	903
WNBQ	Chicago, Ill.	889
WNBT	New York, N. Y.	900
WNBW	Washington, D. C.	885
WNHC-TV	New Haven, Conn.	885
WOAI-TV	San Antonio, Tex.	914
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WOI-TV	Ames, Ia.	890
WOOD-TV	Grand Rapids, Mich.	895
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WOW-TV	Omaha, Neb.	897
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WPTZ	Philadelphia, Pa.	909
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WSM-TV	Nashville, Tenn.	911
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WWJ-TV	Detroit, Mich.	895
WXEL	Cleveland, O.	903
WXYZ-TV	Detroit, Mich.	895
XELD-TV	Brownsville, Tex.	911

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TV STATIONS IN THE UNITED STATES

☆

ALABAMA

WAFM-TV

BIRMINGHAM—1949—ABC-CBS
DUM

Channel: 13.....AP: 13.6 Kw.....VP: 26 Kw.
Owned-Oper. By.....The Television Corp.
Business-Studio Address...Protective Life Bldg.
Phone Number 4-0501
Air Time.....99½ hours weekly
IbNews Service .....UP
Representative.....CBS TV Spot Sales
Membership .....NARTB
Ch. of the Board.....Ed Norton
Pres., Treas.....Thad Holt
Gen., Sta., Comm. Mgr.....C. P. Persons, Jr.
Prog. Service Mgr.....Owens Alexander
Chief Engineer.....Jimmy Evans
Business Manager.....E. H. Mitchell, Jr.
Consulting Engr.....A. D. Ring & Co.

WBRC-TV

BIRMINGHAM—1949—NBC

Channel: 6.....AP: 17.50 Kw.....VP: 35 Kw.
Owned-Oper. By.....Birmingham Bcstg. Co.
Bus.-Studio Address.....P. O. 2311
Phone Number 4-7741
Transmitter Location.....Red Mountain
Air Time.....120 hours weekly
News Service.....AP, INS
Representative.....Paul H. Raymer Co.
President.....Eloise Smith Hanna
General Manager.....G. P. Hamann
Commercial Manager.....Leroy Reaves

WALA-TV

MOBILE—1953—ABC-CBS-NBC

Channel: 10 VHF..AP: 235 Kw...VP:..316 Kw.
Owned-Oper. By.....Pape Bcstg. Co., Inc.
Address.....P. O. Box 1548
Representative .....Headley-Reed
General Manager.....William Pape

WKAB-TV

MOBILE—1953—DuM-CBS

Channel: 48 UHF..AP: 12 Kw...VP: 22.5 Kw.
Owned-Oper. By.....Pursley Bcstg. Service
Address.....P. O. Box 1306
Representative .....Forjoe
General Manager.....Robert H. Moore
Program Director.....Carl Junker

ARIZONA

KPHO-TV

PHOENIX—1949
ABC-CBS-NBC-DuM

Channel: 5.....AP: 8.75 Kw.....VP: 17.5 Kw.
Owned-Oper. By...Meredith Engineering Co., Inc.
Studio Address.....631 North First Ave.
Phone Number.....AL 4-7367
Transmitter Location.....Westward Ho Hotel
Air Time.....100 hours weekly
News Service .....AP
Representative .....Katz
President.....E. T. Meredith
Station Manager.....Richard B. Rawls
Commercial Manager.....Julian Kaufman
Prom., Publ. Dir.....Lee Kerry
Program Director.....Arthur Sprinkle
Dir. of News & Spec. Events.....Jack Murphy
Film Manager.....Ray Gallagher

KOPO-TV

TUCSON—1953

Channel: 13 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....Old Pueblo Bcstg. Co.
Address.....115 W. Drachman St.
President.....Harold C. Tovrea
Consulting Engineer.....E. C. Page

CALIFORNIA

KMJ-TV

FRESNO—1953—NBC

Channel: 24 UHF..AP: 53 Kw...VP: 105 Kw.
Owned-Operated By....McClatchy Bcstg. Co.
Address.....21st & Q, Sacramento
Representative .....Raymer
General Manager.....William Sanford
Sales Manager.....Leo Ricketts
Consulting Engineer.....George C. Davis

KECA-TV

HOLLYWOOD—1949—ABC

Channel: 7.....AP: 14.7 Kw.....VP: 29.4 Kw.
Owned-Oper. By....American Bcastg Co., Inc.
Business-Studio Address.....ABC-TV Center
Phone Number.....NOrmandy 3-3311
Air Time.....87½ hours weekly
News Service.....AP, INS
Representative .....ABC Spot Sales
President .....Robert E. Kintner (ABC)
Board Chairman.....Edward Noble
Western Div. TV Dir.....Donn B. Tatum
Station Mgr.....Phil Hoffman
Sales Manager.....Frank King

FIRST!

THE BEST ADVERTISING BUY IN LOS ANGELES

MONDAY thru FRIDAY 12:00 NOON to 6:00 P.M.	22.2
SATURDAY 12:00 NOON to 6:00 P.M.*	56.8
SUNDAY 12:00 NOON to 6:00 P.M.	32.2
SUNDAY thru SATURDAY 6:00 P.M. to 11:00 P.M.*	23.7

Share of TV audience 1952

KTLA

CHANNEL 5

KTLA creates its own top-rated television programs — shows that win and hold large and loyal audiences. KTLA, channel 5, delivered, on the average, the largest share of television audience in Los Angeles, afternoon and evening, during 1952.**

*Oct. thru Dec. 1952 Indexes 7 a.m.-6 p.m. Saturday. Sunday thru Saturday 6 p.m.-12 midnight.

**Computed from Hooper TV Audience Index Reports for Los Angeles, Jan. thru Dec. 1952. Measurements for stations not broadcasting entire reported period are adjusted.

KTLA Paramount Television Productions Inc.

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Offices · 1501 Broadway, New York 36 · BRyant 9-8700

PAUL H. RAYMER COMPANY · NATIONAL REPRESENTATIVE
New York · Detroit · Chicago · Boston · Memphis · Hollywood · San Francisco

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

TV Pgm., Prod. Dir.....Cecil W. Barker
TV Program Manager.....James Pollak
Sales Promotion Dir.....C. Merwin Travis
Dir. of News & Special Events..F. La Tourette
Production Manager.....Darrell E. Ross
Publicity Director.....Jerry Ross
Film Director.....Eloise Reeves
Manager TV Engr.....Cameron G. Pierce
Tech. Operations Mgr.....Philip G. Caldwell
Consulting Engineers.....Kear & Kennedy

KLAC-TV

HOLLYWOOD—1948

Channel: 13...AP: 15.75 Kw....VP: 31.4 Kw.
Owned-Oper. By.....KMTR Radio Corp.
Bus.-Studio Address...1000 N. Cahuenga Blvd.
Phone Number.....HUdson 2-7311
Air Time.....98 hours weekly
News Service.....INS, UP
Representative.....Katz Agency Inc.
Membership .....BAB
President .....M. W. Hall
Gen. Sta. Mgr.....Don Fedderson
Commercial Manager.....Dave Lundy
Program Director.....Fred Henry
Promotion Director.....Warren Earl
Dir. of News.....Ed Lyon
Publicity Director.....Leo Guild
Director of Film, Remotes.....Fred Henry
Sales Mgr..... Bob Klein
Chief Engineer.....Robert W. Conner
Consulting Engr.....Craven, Lohnes & Culver

KNBH

HOLLYWOOD—1949—NBC

Channel: 4 VHF.AP: 13.32 Kw..VP: 25.25 Kw.
Owned-Oper. By...National Broadcasting Co.
Bus.-Studio Address.....Sunset & Vine St.
Phone Number .....Hollywood 9-6161
Air Time.....15 hours daily
News Service.....AP, INS, UP
Membership .....NARTB
Station Mgr.....Donald A. Norman
Comm. Mgr.....Doty Edouarde
Program Dir.....Harmon Nelson
Dir. of News & Spec. Events.....Roy Neal
Promotion Dir.....J. C. Kenaston
Publicity Director.....Robert Pelgram
Film Director.....George Burke
Director of Remotes.....William Bennington
Chief Engineer.....Alfred Saxon

KNXT

HOLLYWOOD—1948—CBS

Channel: 2 VHF...AP: 12.5 Kw....VP: 25 Kw.
Owned-Oper. By.....CBS Inc.
Business-Studio Address.....1313 N. Vine St.
Phone Number.....HOllywood 9-1212
Air Time.....15½ hours daily
Representative.....CBS TV spot Sales
News Service.....AP, UP
Membership .....NARTB
Pres. of CBS-TV, Inc.....J. L. Van Volkenburg
General Mgr.....James T. Aubrey, Jr.
Comm. Mgr.....Edmund C. Bunker
Program Dir.....Don Hine
Prom., Pub. Dir.....Dean D. Linger
Dir. of News & Spec. Events....Grant Holcomb
Chief Engineer.....Lester H. Bowman

KHJ-TV

LOS ANGELES—1948

Channel: 9....AP: 15.7 Kw.....VP: 30.2 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address.....1313 N. Vine St.
Phone Number.....HUdson 2-2133
Transmitter Location.....Mt. Wilson
Air Time.....70 hours weekly
News Service.....AP. INS
Pres., (Don Lee, Div.).....Willet H. Brown
Film Mgr.....James H. Love
Sales Mgr.....John Reynolds
Operations Director.....Tony LaFranc
Chief Engineer.....Robert Arne
Address.....Security Bldg., Long Beach

KPIK

LOS ANGELES—SEPT. 1953

Channel: 22 UHF..AP: 320 Kw...VP: 540 Kw.
Owned-Operated By....John Poole Bcstg. Co.
Phone Number.....HEmpstead 3205

KTLA

LOS ANGELES—1947
PARAMOUNT

Channel: 5.....AP: 15 Kk.....Vp: 30 Kw.
Owned-Oper...Paramaunt TV Productions, Inc.
Business Studio Address....5451 Marathon St.
Phone Number.....HOllywood 9-3181
Transmitter Location.....Mt. Wilson
Air Time.....70 hours weekly
News Service .....UP
Representative.....Paul H. Raymer
Membership .....NARTB
Pres. Para. T-V Prods.....Paul Raibourn
Gen. Mgr. & V-P, Paramount
T-V Prods.....Klaus Landsberg
Sales Manager.....Harry Maynard
Publicity Director.....Howard Wormser
Production Coordinator.....J. Gordon Wright
News Editor.....Gilbert Martyn
Newsroom Supervisor.....Dick Keusink
Accounting Department Spvsr...Lela M. Regan
Film Director.....Leleand G. Muller
Remote Engr. Op. Spvsr.....John D. Silva
Engineering Spvsr.....Raymond M. Moore
Studio Engr. Op. Spvsr.....Roy White
Trans. Op. Spvsr.....William S. Barnard
Audio Op. Spvsr.....Rex D. Kepple

KTTV

LOS ANGELES—1949—DuM

Channel: 11 VHF..AP: 16.6 Kw...VP: 30.9 Kw.
Owned-Oper. By.....KTTV, Inc.
Business Address.....5746 Sunset Blvd.
Phone Number.....HUdson 2-7111
Air Time.....14 hours daily
News Service .....AP
Representative .....Blair-TV, Inc.
Membership .....NARTB
President .....Norman Chandler
General Manager.....Richard A. Moore
Program Dir.....Robert Breckner
Promotion Dir.....Jack O'Mara
Dir. of News, Spec. Events
and Remotes.....Roy Maypole
Production Mgr.....Charles Bulotti
Publicity Dir.....Bobbe Valentine
Film Manager.....Dale Sheets
Chief Engineer.....Edward Benham

KFMB-TV

SAN DIEGO—1949—ABC-CBS-NBC DUMONT

Channel: 8 VHF...AP: 13.7 Kw....VP: 27 Kw.
Owned-Oper. By.....Wrather-Alvarez, Inc.
Business Address.....1405 Fifth Ave.
Phone Number .....Main 2114
Air Time.....14 hours daily
Representative .....Branham
News Service.....AP, UP
Membership .....NARTB
President.....Jack D. Wrather
General Manager.....Howard L. Chernoff
Commercial Manager.....William Edholm
Dir. of News & Spec. Events..Paul W. White
Production Mgr.....Hal Coddon
Prom., Pub. Rel.....Lisle F. Shoemaker
Prog., Film Manager.....Bill Fox
Chief Engineer..... .....Thornton Chew

KGO-TV

SAN FRANCISCO—1949—ABC

Channel: 7 VHF....AP: 13 Kw.....VP: 27 Kw.
Owned-Oper. By.....American Bcstg. Co.
Business Address.....155 Montgomery St.
Phone Number.....Exbrook 2-6544
Air Time.....12 hours daily
Representative.... .....ABC Spot Sales
President (ABC).....Robert E. Kintner
General Mgr.....James H. Connolly
Station Mgr.....Vincent Francis
Comm. Mgr.....David Sacks
Program Director.....Bloyce Wright
Promotion Director.....Gordon Grannis
Dir. of News and Spe. Events.. ....Vic Reed
Production Manager.....Bill Hollenbeck
Publicity Director.....Gordon Grannis
Film Manager.....Ruth Shepard
Director of Remotes.....Bill Hollenbeck
Chief Engineer..... .....A. E. Evans

KPIX

SAN FRANCISCO—1948—CBS DUMONT

Channel: 5 VHF...AP: 8.5 Kw....VP: 17 Kw.
Owned-Oper. By.....KPIX, Inc.
Address.....2655 Van Ness Ave.
Phone Number.....PRospect 6-5100
Air Time.....14 hours daily
News Service.....INS, UP
Representative .....Katz
Membership .....NARTB
President..... .....Wesley I. Dumm
Sta., Gen. Mgr.....Philip G. Lasky
Commercial Manager.....Lou Simon
Dir. of Prog., News, Spec. Events;
Film Mgr.....Sanford Spillman
Production Manager.....George Mathiesen
Promotion Dir.....Frank Schiro
Film Director.....William Ray
Dir. of Engineering.....A. E. Towne
Consulting Engineer Universal Research Labs

KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4 VHF..AP: 7.7 Kw...VP: 14.5 Kw.
Owned-Oper. By.....The Chronicle Pub. Co.
Business Studio Address.....901 Mission St.
Phone Number.....GArfield 1-1100
News Service.....AP
Representative.....Free and Peters
Membership .....NARTB
President.....G. T. Cameron
General Manager.....Charles Thierlot
Director of Television.....Harold P. See
Comm. & Film Mgr.....Norman Louvau
Program Dir.....Douglas Elleson
Prom., Pub. Dir.....R. Irving
Chief Engineer.....L. Berry Hill
Consulting Engineer.....Robert Hammett

COLORADO

KKTV

COLORADO SPRINGS—1953—ABC-CBS-DuM

Channel: 11 VHF..AP: 125 Kw...VP: 250 Kw.
Owned-Operated By.....TV Colorado, Inc.
Address.....Exchange Nat'l Bank Bldg.
Representative .....Hollingbery
General Manager.....Bob Ellis
Sales Manager.....Jim Russell
Consulting Engineer.....E. C. Page

KBTV

DENVER—1953—ABC-CBS

Channel: 9 VHF..AP: 120 Kw...VP: 240 Kw.

Owned-Operated By.....Colo. TV Corp.
Address....1022 Midland Savings Bank Bldg.
Representative.....Free & Peters
General Manager.....Joseph Herold
Sales Manager.....Jerry Lee
Program Manager.....Sam Worsham
Film Manager.....W. L. Murray
Consulting Engineer.....A. Earl Cullum, Jr.

KFEL-TV

DENVER—1952—NBC-DuM

Channel: 2 VHF..AP: 28.5 Kw...VP: 56 Kw.
Owned-Operated By..Eugene P. O'Fallon, Inc.
Address.....Albany Hotel
Representative.....Blair-TV
General Manager.....Gene O'Fallon
Sales Manager.....Bill Conklin
Consulting Engineer
Commercial Radio Equip. Co.

CONNECTICUT

WNHC-TV

NEW HAVEN—1948
ABC-CBS-NBC-DuM

Channel: 6 VHF..AP: 7.5 Kw...VP: 15.1 Kw.
Owned-Oper. By....The Elm City Bcstg. Corp.
Business-Studio Address.....1110 Chapel St.
Phone Number.....SPruce 7-3611
Air Time.....17 hours daily
News Service.....AP, INS
Representative.....Katz
Membership.....NARTB
President.....Patrick J. Goode
Sec.-Treas.....Aldo De Dominicis
Exec. V.P.....Edward D. Taddei
Sta. Mgr., Prog. Dir.....Edward C. Obrist
Comm. Mgr., Film Buyer..J. Vincent Callahan
Prom., Pub. Dir.....James W. Evans
Dir. News & Spec. Events..W. Rockwell Clark
Production Mgr.....David K. Harris
Chief Engineer.....Vincent DeLaurentis
Consulting Engineer.....Garo W. Ray

WICC-TV

BRIDGEPORT—1952—ABC

Channel: 43 UHF.....182 ERP
Owned-Oper. By.....Southern Conn. & Long Island Bcstg. Co.
Business Address.....114 State St.
Air Time.....7 hours daily
News Service.....INS
Representative.....Adam Young
Membership.....NARTB, BAB
Pres., Gen. Mgr., Ch. Eng....Philip Merryman
Prog. Mgr., Dir. TV Oper.....Wallie Dunlap
Comm. Mgr.....Manning Slater
Prom., Pub. Dir.....Jay Hoffer
Dir. of News & Spec. Events.....Jim Elliott
Film Ed.....Elliott Weisman

WKNB-TV

NEW BRITAIN—1952
CBS Primary, Du M. Secondary

Channel: 30 UHF..AP: 103 Kw...VP: 206 Kw.
Owned-Oper. By.....New Britain Bcstg. Co.
Address.....213 Main St.
Phone Number.....Baldwin 3-3603
Air Time.....7 hours daily
Representative.....Bolling
President.....Julian Gross
General Mgr.....Peter B. Kenney
Commercial Mgr.....David Scott
Publicity Dir.....Irwin Needles
Film Manager.....Jack J. Fox
Chife Engineer.....John Shipley
Consulting Engineer.....George C. Davis

DELAWARE

WDEL-TV

WILMINGTON—1949—NBC-DuM

Channel: 12 VHF..AP: 2.5 Kw...VP: 2.5 Kw.
Owned-Oper. By.....WDEL, Inc.
Business-Studio Address.....10th & King Sts.
Air Time.....105 hours weekly
Phone Number.....7268
News Service.....UP
Representative.....Meeker
Membership.....NARTB
Station Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager.....J. Robert Gulick
Program Director.....James Adshead
Technical Director.....J. E. Mathiot

DIST. OF COLUMBIA

WNBW

WASHINGTON—1947—NBC

Channel: 4....AP: 10.5 Kw.....VP: 20.5 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Business-Studio Address.Wardman Park Hotel
Phone Number.....AD 4-5400
Air Time.....115¾ Hours Weekly
News Service.....AP, INS, UP
Representative.....NBC Television Spot Sales
Membership.....NARTB
Pres.....Frank White
V.P., General Manager.....Carleton D. Smith
Dir. of Sales.....Joseph Goodfellow
Commercial Manager.....Charles de Lozier
Program Director.....Ralph Burgin
Press, Ad., Prom. Spvsr.....Robert Adams
Dir. News & Spe. Events.....Cassius Keller
Film Dir.....George Dorsey
Chief Engineer.....John G. Rogers

(*See Page* 886)

WMAL-TV

WASHINGTON, D. C.—1947—ABC

Channel: 7 VHF...AP: 12 Kw....VP: 22 Kw.

Owned-Oper. By The Evening Star Bcstg. Co.
Address.....4461 Connecticut Ave., N.W.
Phone Number.....Kellogg 7-1100
Air Time.....12 hours daily
Newspaper Affiliation.....The Evening Star
Membership .....NARTB
News Service .....AP
President .....S. H. Kauffmann
V.P. & Gen. Mgr.....K. H. Berkeley
Director of Sales.....Mahlon A. Glascock
TV Sales Mgr.....George L. Greisbauer
Dir. of News & Spec. Events.....Bryson Rash
Production Mgr.....Charles Bishop
Chief Engineer.....Frank Harvey

WTOP-TV

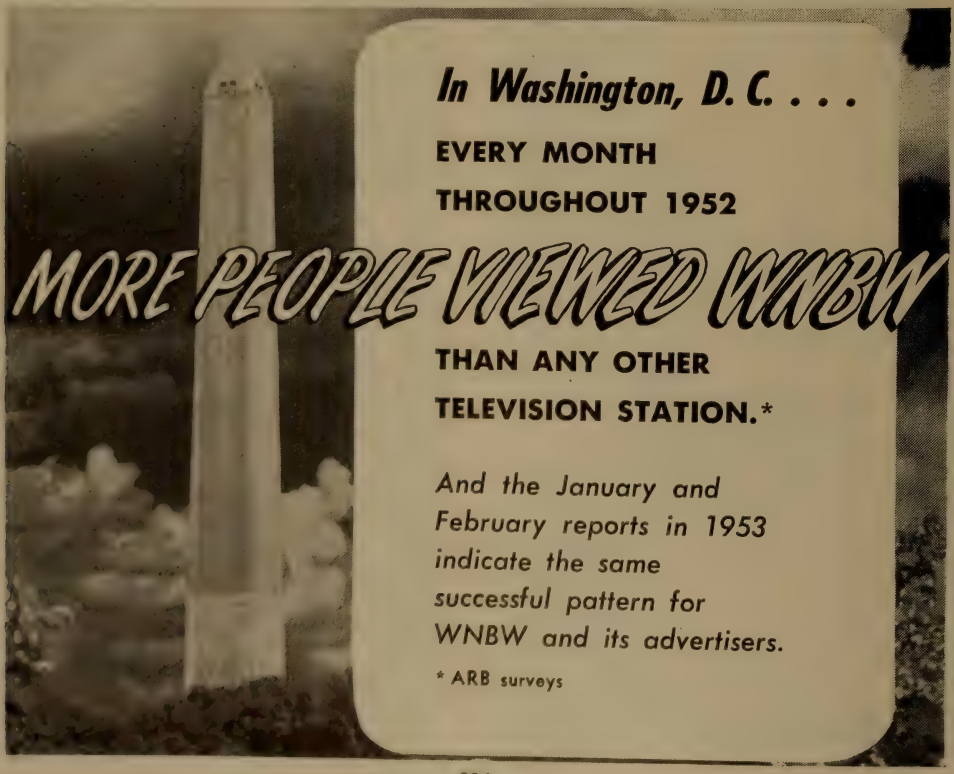
WASHINGTON—1949—CBS

Channel: 9 VHF..AP: 14.4 Kw...VP: 27.3 Kw.
Owned-Oper. By.....WTOP, Inc.
Business Address.....Warner Building
Phone Number.....ME 8-3200
Air Time.....16 hours daily
Newspaper Affiliation.....Washington Post
News Service.....AP, INS, UP
Membership .....NARTB
Pres., Gen. Mgr.....John Hayes
V.P., Comm. Mgr.....George Hartford
V.P., Prog. Dir.....Lloyd Dennis
Promotion Dir.....Warren Booram
Dir. of News & Spec. Events....William Wood
Production Mgr.....H. Thomas Tausig
Pub. & Prom. Director.....Cody Pfanstiehl
Film Director.....C. D. Dyatt
V.P., Chief Eng.....Clyde Hunt

WTTG

WASHINGTON—1947—DuM

Channel: 5 VHF..AP: 10.5 Kw...VP: 17.5 Kw.
Owned-Oper. By..Allen B. DuMont Labs., Inc.
Business-Studio Address.....Hotel Raleigh
Phone Number.....STerling 5300
Air Time.....14½ hours daily
News Service .....UP
Representative .....Blair-TV
Membership .....NARTB
President.....Dr. Allen B. DuMont
General Manager.....Walter Compton
Comm. Mgr.....Neal J. Edwards
Dir. of Spec. Events.....Donald G. Roper
Prom., Pub. Dir.....George Flax
Production Mgr.....Francis V. Guidice
Program Director.....Roger Coelos
Film Director.....Jules Huber
Chief Engineer.....Malcolm M. Burleson



FLORIDA

WMBR-TV

JACKSONVILLE—1949
ABC-CBS-NBC-DuM

Channel: 4 VHF..AP: 7.4 Kw...VP: 14.8 Kw.
Owned-Operated By.....Florida Bcstg. Co.
Business Address.....605 S. Main
Phone Number 9-4475
Air Time.....17 hours daily
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB
General Manager.....Glenn Marshall, Jr.
Pgm., Prom. Director.....Bernie Adams
Operations Mgr.....Bill Torry
Comm. Mgr.....Charles Stone
Program Dir.....Bill Allyn
Dir. of News & Spec. Events.....Bill Grove
Production Mgr.....Harry Kalkines
Chief Engineer.....Ernest Vondermarks
Consulting Engineer.....Andrew Ring

WTVJ

MIAMI—1949—ABC-CBS-NBC-DuM

Channel: 4 VHF..AP: 8.25 Kw...VP: 16.5 Kw.
Owned-Oper. By.....Southern Radio & TV Equipment Co.
Adderss.....316 N. Miami Ave.
Phone Number 82-6671
Air Time.....17½ hours daily
News Service .....UP
Representative.....Free & Peters
President.....Mitchell Wolfson
Vice-Pres., Gen. Mgr.....Lee Ruwitch
Operations Mgr.....John A. Shay
Comm. Mgr.....John S. Rilen
Program Director.....Lee Phillips
Pub. & Prom. Director.....Burt Toppan
Film Director.....Labe B. Mell
Production Mgr.....Ashe Dawes
Director of Remotes.....Jesse Cripe
Dir. of News & Special Events...Ralph Renick
Chief Engineer.....Earl W. Lewis

GEORGIA

WAGA-TV

ATLANTA—1949—CBS-DuM

Channels: 5.....AP: 14 Kw.....VP: 28 Kw.
Owned-Operated By.....Storer Bcstg. Co., Inc.
Bus.-Studio Address.1018 W. Peachtree, N.W.
Phone Number.....Vernon 3553
Air Time.....105 hours weekly
News Service .....AP
Representative .....Katz
President.....George B. Storer
Managing Dir.....Glenn C. Jackson
Commercial Manager.....John W. Collins, Jr.
Program Dir.....Don Naylor
News Director.....Dale Clark
Promotion Mgr.....Dara Lee Brock
Merchandising Mgr.....David Mayo
Chief Engineer.....Hugo Pondy

WLTV

ATLANTA—1951—ABC

Channel: 8.....AP: 12.5 Kw.....VP: 23.8 Kw.
Owned-Oper. By.....Broadcasting Inc.
Address.....15 Forsyth St. S.W.
Phone Number.....CYpress 6676
Air Time.....Varies
News Service .....AP
Representative..Harrington, Righter & Parsons
Membership .....NARTB
President.....Walter C. Sturdivant
Gen., Sta. Mgr.....William T. Lane
Commercial Manager.....Charles Grisham
Prog., Prom., Publ., Film Dir.
Roger O. Van Duzer
Chief Engineer.....Harvey J. Aderhold
Production Manager.....John Sever
News Director.....Bob Hendrickson

WSB-TV

ATLANTA—1948—NBC

Channel: 2 VHF....AP: 25 Kw.....VP: 50 Kw.
Owned-Oper. By....The Atlanta Newspapers
Address .....1801 W. Peachtree
Phone Number.....Atwood 3827
Air Time.....98 hours weekly
Newspaper Affiliations..Atlanta Newsp., Inc.
News Service .....AP
Representative .....Petry
Membership .....NARTB
Managing Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Station Manager.....Marcus Bartlett
Promotion Director.....Vincent Piano
Dir. of News & Spec. Events.....James Bridges
Production Manager.....Mark Toalson
Publicity Director.....Wayne Anderson
Film Director.....Jean Hendrix
Chief Engineer.....C. F. Daugherty

ILLINOIS

WBBM-TV

CHICAGO—1941—CBS

Channel: 4 VHF..AP: 12.7 Kw...VP: 25.4 Kw.
Owned-Operated By.....CBS TV
Bus., Studio Address.....175 North State St.
Phone Number.....RAndolph 6-8210
Air Time.....16½ hours daily
News Service.....UP, INS
Representative.....CBS TV Spot Sales
V.P. Central Div.....H. Leslie Atlass
Operations Dir.....Ken Craig
Sales Mgr.....George Arkedis
Promotion Manager.....John Curry
Program Director.....Thomas A. Bland
Chief Engineer.....William P. Kusack

...A *solution* TO YOUR CHICAGO SALES PROBLEMS

DURING 1952, more local retail and national spot advertisers sponsored *programs* on WGN-TV than on any other TV station in Chicago.

These advertisers are selling a great, receptive and active buying audience.

If you are seeking sales in the Chicago market (and who isn't) WGN-TV is your answer.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

WBKB

CHICAGO—1948—ABC

Channel: 7 VHF..AP: 14.0 Kw...VP: 28.3 Kw.
Owned-Operated By.....American Bcstg. Co.
Business-Studio Address....20 N. Wacker Dr.
Phone Number.....ANdover 3-0800
Air Time.....94½ hours weekly
News Service.....AP, INS
Representative .....Blair-TV
Membership .....NARTB, BAB
V.P., Gen. Mgr.....John Mitchell
Mgr. of TV Dept.....Monte Fasskacht
Sales Manager.....Joseph G. Fisher, Jr.
Program Mgr.....Sterling Quinlan
Promotion Dir.....James Duffy
Dir. of News & Spec. Events .Cornelius O'Dea
Publicity Director.....Elliott Henry
Film Director.....Larry Kelly
Chief Engineer.....Edward C. Horstman
Eng.-Oper. Super.....Floyd Timberlake

WNBQ

CHICAGO—1949—NBC

Channel: 5 VHF.AP: 12.29 Kw..VP: 23.25 Kw.
Owned-Operated By.....National Bcstg. Co.
Business-Studo Address....Merchandise Mart
Phone Number.....SUperior 7,8300
Air Time.....17:45 hours daily
News Service.....AP, INS, UP
Representative.....NBC Spot Sales
Membership .....NARTB
President of NBC.....Joseph McConnell
V.P. & Gen. Mgr.....Harry Kopf
TV Manager.....Jules Herbuveaux
Commercial Manager.....John J. McPartlin
Program Director.....George Heinemann
Promotion Director..... John Keys
Dir. of News & Spec. Events...William B. Ray
Publicity Director.....Chet Campbell
Film Procurement.....Isabel Cooney
Chief Engineer.....Howard C. Luttgens

WGN-TV

CHICAGO—1948—DuM

Channel: 9 VHF..AP: 14.5 Kw...VP: 29.0 Kw.
Owned-Operated By.....WGN, Inc.
Business Address.. ....441 N. Michigan Ave
Phone Number .....SUperior 7-0100
Air Time.....95-100 hours weekly
Newspaper Affiliation.....Chicago Tribune
News Service.....AP, UP, AP
Representative.....George P. Hollingbery
President.....Col. Robert R. McCormick
Station Manager.....Frank P. Schreiber
Commercial Manager..William A. McGuineas
TV Sales Manager.....Ted Weber
Program Director.....J. E. Farraghan
Newsreel Director.....Spencer Allen
Operations Director.....George E. Petterson
Promotion Director.....Charles A. Wilson
Publicity Director.....James Hanlon
Film Director.....Elizabeth Bain
Director of Remotes.....Donald Cook
Chief Engineer.....Carl J. Meyers

WEEK-TV

PEORIA—1953
ABC-CBS-NBC-DuM

Channel: 43 UHF..AP: 88 Kw...VP: 175 Kw.
Owned-Operated By..West Central Bcstg. Co.
Address.....1000 Comm. Nat'l Bank Bldg.
Representative .....Headley-Reed
General Manager.....Fred C. Mueller
Sales Manager.....William J. Flynn
Film Director.....Robert C. Fransen
Consulting Engineers.....McIntosh & Inglis

WHBF-TV

ROCK ISLAND—1950—ABC-CBS
DuM

Channel: 4.....AP: 11.7 Kw.....VP: 23.5 Kw.
Owned-Oper. By.....Rock Island Bcstg. Co.
Bus.-Trans. Address...Telco Bldg., 231 18th St.
Phone Number.....R. I. 6-5441
Air Time.....80 hours weekly
Newspaper Affil......"The Argus"
News Service .....INS
Representative .....Avery-Knodel, Inc.
Membership .....NARTB, BAB
President.....Ben H. Potter
Gen., Sta. Mgr.....Leslie C. Johnson
Commercial Manager.....Maurice Corken
Program Director.. .....Forest W. Cooke
Prom., Publ. Director.....(Miss) Fern Hawks
Prod., News, Spe. Ev. Dir.....William Ellison
Chief Engineer.....Robert J. Sinnett
Consulting Engineer.....E. C. Page

INDIANA

WTTV

BLOOMINGTON—1949
ABC-CBS-NBC-DuM

Channel: 10 VHF.AP: 13.45 Kw..VP: 26.9 Kw.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Address.....East Hillside Drive
Phone Number 2-1407
Air Time.....12½ hours daily
News Service.....AP, INS
Representative.....Robert Meeker Assoc.
Membership .....NARTB, BAB
President .....Sarkes Tarzian
Gen., Sta. Mgr.....Robert Lemon
Gen. Sales Mgr.....Norman Cissna
Prog. Mgr., Dir. of Remotes..Robert Petranoff
Prom., Pub. Dir.....Susan Bartlett
Dir. of News & Spec. Events....Edward Keath
Production Mgr.....Steve Briggs
Film Mgr.....Jerry Danziger
Chief Engineer.....Morton L. Weigel
Consulting Engineer.....Kear & Kennedy

WFBM-TV

INDIANAPOLIS—1949
ABC-CBS-NBC-DuM

Channel: 6 ..... AP: 18.1 Kw ..... VP: 30.8 Kw.
Owned-Operated By ..... WFBM, Inc.
Bus.-Studio Address ..... 1330 N. Meridian St.
Phone Number ..... Lincoln 8506
Air Time ..... 116½ hours weekly
News Service ..... AP, INS
Representative ..... Katz
Membership ..... NARTB
Pres., Gen., Sta. Mgr ..... Harry M. Bitner, Jr.
Comm. Manager ..... William F. Kiley
Film, Program Director ..... Hugh Kibbey
Prom., Publ. Director ..... David F. Milligen
Dir. of News ..... Gilbert Forbes
Production Mgr. ..... Carl Belles
Chief Engineer ..... Harold S. Holland

WSBT-TV

SOUTH BEND—1953

Channel: 34 UHF .. AP: 88 Kw ... VP: 170 Kw.
Owned-Operated By ..... South Bend Tribune
Address ..... 225 W. Colfax Ave.
Representative ..... Raymer
General Manager ..... Neal B. Welch
Consulting Engineer ..... Millard M. Garrison

IOWA

WOI-TV

AMES—1950—ABC-CBS-NBC-DuM

Channel: 4 VHF ... AP: 8 Kw .... VP: 15.6 Kw.
Owned-Operated By ..... Iowa State A & M
Address .... Service Bldg., Iowa State College
Phone Number ..... 2500 Extension 570
Air Time ..... 15 hours daily
News Service ..... AP, UP
Representative ..... Weed
Membership ..... NARTB
President ..... Charles E. Friley
General Manager ..... Richard B. Hull
Comm. Mgr. ..... Robert Mulhall
Program Dir. ..... Chris Donaldson
Prog. Devel. Supervisor .... Edward Wegener
Prom., Pub. Dir. ..... Marguerite Theobald
Dir. of News & Spec. Events .... George Halsey
Prod. Mgr., Dir. of Remotes ..... Ray Stewart
Film Manager ..... Tad Williams
Chief Engineer ..... Keith Ketcham

WOC-TV

DAVENPORT—1949—NBC

Channel: 5 .... AP: 13.5 Kw ..... VP: 22.9 Kw.
Owned-Oper. By ..... Central Bcstg. Co.
Business Address ..... 805 Brady St.
Phone Number 3-3661
Air Time ..... 15 hrs. daily
News Service ..... UP
Representative ..... Free & Peters, Inc.
Membership ..... NARTB
President ..... Col. B. J. Palmer
Vice-Pres. & Treas. ..... D. D. Palmer
Exec. Vice-Pres. ..... Ralph Evans
Secretary ..... William D. Wagner
Vice-President ..... Paul Loyet
Resident Manager ..... Ernest Sanders
Resident Sales Mgr ..... Mark Wodlinger
Program Director ..... Charles Freburg
Asst. Mgr. ..... Fred Reed
Director of News ..... Bob Frank
Publicity Director ..... Paul Ives
Film Director ..... Ken Wagner
Chief Engineer ..... Paul Arvidson
Consulting Engineer ..... A. D. Ring & Co.

KENTUCKY

WAVE-TV

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 5 VHF ... AP: 12 Kw .... VP: 24.1 Kw.
Owned-Operated By ..... WAVE, Inc.
Address ..... 334 East Broadway
Phone Number ..... Wabash 2201
Air Time ..... 16 hours daily
News Service ..... AP
Membership ..... NARTB, BAB
Representative ..... Free & Peters
President ..... George W. Norton, Jr.
Gen., Sta. Manager ..... Nathan Lord
Commercial Manager ..... Ralph Jackson
Prog., Prod., Film Dir. ..... George Patterson
Prom., Pub. Dir. ..... Charles Hill
Director of News ..... Hugh Sutton
Dir. of Remotes ..... Walter K. Witherbee
Chief Engineer ..... Wilbur Hudson
Consulting Engineer ..... A. D. Ring

WHAS-TV

LOUISVILLE—1950—CBS

Channel: 9 ..... AP: 50 Kw ..... VP: 25 Kw.
Owned-Oper. By ..... WHAS, Inc.
Address ..... 525 W. Broadway
Phone ..... Wabash 2211
Representative .... Harrington, Righter, Parsons
News Service ..... AP
Membership ..... NARTB, BAB
President ..... Barry Bingham
Vice-Pres., Director ..... Victor A. Sholis
Assistant Director ..... Neil D. Cline
Sales Director ..... Albert J. Gillen
Program Director ..... Ralph Hansen
Promotion Director ..... William Loader
Dir. of News & Spec. Events .. Richard Oberlin
Film Manager ..... Ed Driscoll
Chief Engineer ..... Orrin W. Towner

LOUISIANA

WDSU-TV

NEW ORLEANS—1948
ABC—CBS—NBC—DuM

Channel: 6 VHF..AP: 15.5 Kw...VP: 31.0 Kw.
Owned-Oper. By.....WDSU Bcstg. Corp.
Business-Studio Address.....520 Royal St.
Phone Number.....TUlane 4371
Air Time.....119 hours weekly
News Service.....AP, UP
Representative .....Blair
Membership .....NARTB, BAB
President.....Edgar B. Stern, Jr.
Exec. V.P., Gen. Mgr.....Robert D. Swezey
V.P., Comm. Manager.....A. Louis Read
Program Director.....Hubie Weiss
Program Mgr.....Tom Hicks
Prom., Pub. Dir.....Marion Annenberg
Dir. of News & Spec. Events.....Mel Leavitt
Prog. Operations Mgr.....Stanley Holiday
Chief Engineer.....Lindsey Riddle
Consulting Engineer.....E. C. Page

MAINE

WABI-TV

BANGOR—1953
ABC-CBS-NBC-DuM

Channel: 5 VHF..AP: 0.95 Kw...VP: 1.9 Kw.
Owned-Operated By
Community Telecasting Serv.
Address.....57 State St.
Phone Number 8255
National Rep.....George P. Hollingbery
New England Rep.....Kettell-Carter
General Manager.....Murray Carpenter
General Sales Mgr.....Lee Gorman, Jr.
Chief Engineer.....Walter L. Dickson

MARYLAND

WAAM-TV

BALTIMORE—1948—ABC-DuM

Channel: 13 VHF..AP: 13.3 Kw...VP: 26.1 Kw.
Owned-Operated By....WAAM, Incorporated
Business Address.....Television Hill
Phone Number.....MOhawk 7600
Air Time.....14 hours daily
News Service .....AP
Representative.....Harrington, Righter and Parsons, Inc.
Membership .....NARTB
President .....Ben Cohen
Exec. Vice-Pres.....Norman C. Kal
General Manager.....Kenneth Carter
Asst. Gen. Mgr.—Sales.....Armand Grant
Program Mgr.....Herbert B. Cahan
News Editor.....Ted Jaffe

In Maryland—Morning, Noon and Night—Most people watch WMAR-TV

Audiences preferred these Quarter-Hours in 1952*

DAYTIME 10:00 A.M. to 6:00 P.M.		
WMAR-TV	Station A	Station B
1182	785	429

NIGHTTIME 6:00 P.M. to 12:00 Mid.		
WMAR-TV	Station A	Station B
993	771	226

* *According to Jan.-Dec. 1952 A. R. B.*

WMAR-TV

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Prog. Oper. Supvsr.....Robert E. Lee
Dir. of News and Pub.....Joel Chaseman
Production Manager.....Paul Kane
Director of Engineering.....Benjamin Wolfe
Chief Engineer.....Glenn Lahman
Consulting Engineer.....Kear and Kennedy

WBAL-TV

BALTIMORE—1948—NBC

Channel: 11 VHF...AP: 13 Kw....VP: 27 Kw.
Owned-Operated By.....Hearst Corporation
Business-Studio Address.....2610 N. Charles
Phone Number.....Hopkins 3000
Air Time.....17½ hours daily
News Service.....INS, UP, AP
Representative .....Edward Petry
Membership .....NARTB
Vice Pres. & Exec. Dir.....Charles B. McCabe
Vice-Pres. & Gen. Mgr.....D. L. Provost
Vice-Pres. (Engineering).....John T. Wilner
Station Manager.....Leslie H. Peard, Jr.
Dir. Public Affairs & Education..Arnold Wilkes
Program Director.....Victor F. Campbell
Business Mgr.....Freeman W. Cardall
Sales Manager.....Willis K. Freiert
News & Publicity Mgr.....Thomas J. White, Jr.
Dir. Women's Programs.....Mollie Martin
Chief Engineer.....William C. Bareham

WMAR-TV

BALTIMORE—1947—CBS

Channel: 2 VHF...AP: 12.5 Kw....VP: 25 Kw.
Owned-Operated By.....The A. S. Abell Co.
Address.....Charles & Redwood Sts.
Phone Number.....MUlberry 5670
Air Time.....15 hours daily
News Service .....AP
Representative .....Katz
Membership .....NARTB
President.....William F. Schmick
V.D., Dir .of TV.....Ewell K. Jett
Commercial Manager.....Ernest A. Lang
Program Director.....Robert B. Cochran
Dir. of News & Spec. Events and
Film Mgr.....David V. R. Stickle
Prom., Pub. Dir.....Ralph Braun
Production Mgr.....Edwin B. Mick
Film Director.....David V. R. Stickle
Chief Engineer.....Carlton G. Nopper

MASSACHUSETTS

WBZ-TV

BOSTON—1948—NBC

Channel: 4....AP: 12.9 Kw.....VP: 26.5 Kw.
Owned-Oper. By....Westinghouse Radio Stations, Inc.
Address.....1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
News Service.....INS, AP, UP
Representative.....NBC Spot Sales
V.P., Gen. Mgr.....J. E. Baudino
Station Mgr.....W. C. Swartley
Sales Manager.....C. Herbert Masse
Promotion Manager.....John G. Stilli, Jr.
Program Manager.....W. Gordon Swan
News Dir.....F. Whitmarsh
Film Manager.....R. Duffield
Chief Engineer.....W. H. Hauser
Program Supervisor.....Ian Berlow

WNAC-TV

BOSTON—1948—ABC-CBS-DuM

Channel: 7 VHF..AP: 13.3 Kw...VP: 26.6 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address....21 Brookline Ave.
Phone Number.....COmmonwealth 6-0800
Air Time.....15 hours daily
News Service.....INS, UP
Representative.....H-R Reps. Inc.
Membership .....NARTB
President .....Tom O'Neil
Exec. V.P. & Gen. Mgr.....Linus Travers
Comm. Mgr.....Tom Bateson
Vice Pres., Dir. of Prog. and
Remotes .....George Steffy
Promotion Dir.....George Hallberg
Dir. of News & Spec. Events..Leland Bickford
Production Mgr.....Tony Lang
Publicity Dir.....Phyllis Doherty
Film Director.....James Pike
Technical Director.....Harry Whittemore

MICHIGAN

WJBK-TV

DETROIT—1948—CBS-DUMONT

Channel: 2 VHF..AP: 8.3 Kw...VP: 16.5 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Business-Studio Address.....500 Temple
Phone Number.....Temple 3-7900
Air Time.....16 hours daily
News Service .....INS
Membership .....NARTB
Representative .....Katz
President.....George B. Storer
V.P., General Mgr.....Gayle V. Grubb
Comm. Mgr.....Harry Lipson
Production Manager.....Lanny Pike
Program Dir.....Richard Fischer
Promotion Dir.....Peter Storer
Dir. of News & Spec. Events.....Earl Hayes
Publicity Dir.....Beverly Holden
Film Mgr.....Arthur McCall
Chief Engineer.....Paul Frincke
Consulting Engineer.....Earl Cullum

SOMETHING **NEW** HAS BEEN ADDED!!

TOTAL RETAIL SALES*
$196,099,000.00
Charlotte, N. C.
South Bend, Ind.
El Paso, Texas
Tampa, Florida
and
Peoria, Illinois

HOME FURNISHING SALES*
$11,291,000.00
Baton Rouge, La.
Spokane, Wash.
Austin, Texas
Elizabeth, N. J.
and
San Jose, Calif.

AUTOMOTIVE STORE SALES*
$28,142,000.00
Evansville, Ind.
Allentown, Pa.
Jersey City, N. J.
Cambridge, Mass.
and
Mobile, Alabama

FILLING STATION SALES*
$10,385,000.00
Providence, R. I.
Syracuse, New York
Little Rock, Ark.
Phoenix, Arizona
and
Chattanooga, Tenn.

FOOD STORE SALES*
$48,964,000.00
Salt Lake City, Utah
Trenton, New Jersey
Erie, Pennsylvania
Fort Wayne, Ind.
and
Wilmington, Del.

the Saginaw-Bay City market

66th IN THE NATION

BUILDING MATERIALS-HARDWARE SALES*
$12,777,000.00
Birmingham, Ala.
Kansas City, Kan.
Richmond, Virginia
Worcester, Mass.
and
New Haven, Conn.

GENERAL MERCHANDISE SALES*
$27,607,000.00
Harrisburg, Pa.
Flint, Michigan
Norfolk, Virginia
Tacoma, Wash.
and
Lansing, Michigan

SAGINAW-BAY CITY (Cities Proper)
* 1951-52 SRDS Consumer Markets for year 1950

EATING-DRINKING PLACE SALES*
$12,000,000.00
Yonkers, New York
Scranton, Pa.
Alexandria-Arlington, Va.
Corpus Christi, Texas
and
Savannah, Ga.

APPAREL STORE SALES*
$20,344,000.00
ahead of such cities as:
Akron, Ohio
Fresno, Calif.
Reading, Pa.
Gary, Indiana
and
Charleston, W. Va.

WKNX-TV

SAGINAW, MICHIGAN

CHANNEL 57

DRUG STORE SALES*
$7,608,000.00
leading such cities as:
Springfield, Mass.
Paterson, N. J.
Knoxville, Tenn.
Shreveport, La.
and
Youngstown, Ohio

William J. Edwards
President and General Manager

Howard H. Wolfe
Sec.-Treas. & Station Mgr.

EXCLUSIVE NATIONAL REPRESENTATIVES

GILL-PERNA, Inc.

NEW YORK · SAN FRANCISCO
LOS ANGELES · CHICAGO

WWJ-TV

DETROIT—1947—NBC

Channel: 4 VHF..AP: 10.25 Kw...VP: 20.5 Kw.
Owned-Operated By....Evening News Assoc.
Business-Studio Address....615 W. Lafayette
Phone Number.....WOodward 2-2000
Newspaper Affiliation.....The Detroit News
News Service.....UP, AP
Representative .....Hollingbery
Membership .....NARTB
General Mgr.....Edwin K. Wheeler
Sta. Mgr.....Willard E. Walbridge
Prog., Prod. Director.....Ralph B. Hunter
Sales Mgr.....Norman Hawkins
Pub. Affairs Dir.....James Eberle
News Editor.....Tom MacMahon
Publicity Dir.....Fred O'Brien
Film Editor.....Frank Picard
Chief Engineer.....Edgar J. Love
Consulting Engineer.....William L. Foss

WXYZ-TV

DETROIT—1948—ABC

Channel: 7 VHF..AP: 13.9 Kw...VP: 27.9 Kw.
Owned-Operated By.....WXYZ, Inc.
Business Address.....1700 Mutual Bldg.
Phone Number.....WOodward 3-8321
Air Time.....18 hours daily
News Service .....UP
Representative .....Blair-TV
Membership .....NARTB
President.....James G. Riddell
Merchandising Mgr.....Harold Christian
Station Manager.....John Pival
Program Dir.....John Lee
Production Mgr.....Ed Sanchez
Promotion Director.....William Morgan
Dir. of Spec. Events & News..Richard Femmel
Film Director.....Ken Simms
Chief Engineer.....Charles Kocher

WOOD-TV

GRAND RAPIDS—1951
ABC-CBS-NBC-DuM

Channel: 7 VHF..AP: 14.5 Kw...VP: 28.5 Kw.
Owned-Oper. By.....Grandwood Bcstg. Co.
Address.....Grand Rapids Nat'l Bank Bldg.
Phone Number 9-4125
Air Time.....13 hours haily
News Service .....AP
Representative .....Katz
Membership .....NARTB
President.....Harry M. Bitner, Sr.
General Manager.....Willard Schroeder
Program Director.....Franklin Sisson
Sales Service Mgr.....Howard Silbar
Promotion Dir.....David Hoyle
Dir. News & Spe. Events.....Bob Runyon
Film Mgr.....Clark Grant
Chief Engineer.....Louis Bergenroth

WKZO-TV

KALAMAZOO—1950
ABC-CBS-NBC-DuM

Channel: 2 VHF..AP: 8.0 Kw...VP: 16.0 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....124 W. Michigan Ave.
Phone Number 3-1223
Air Time.....14 hours daily
News Service .....AP
Representative .....Avery-Knodel, Inc.
Membership .....NARTB
Pres.,, Gen., Sta. Mgr.....John E. Fetzer
Sales Director.....Donald W. DeSmit, Jr.
Pgm., Prom., Film Dir.....Harry E. Travis
Pub. Affairs Adviser....Dr. Willis F. Dunbar
Chief Eng. (Studio).....Francis L. Morse
Chief Eng. (Transm.).....Arthur E. Covell

WJIM-TV

LANSING—1950—ABC-CBS-DuM
NBC

Channel: 6 VHF..AP: 20.6 Kw...VP: 10.3 Kw.
Owned-Oper. By.....WJIM, Inc.
Address.....Bank of Lansing Bldg.
News Service .....UP
Phone 2-1333
Representative.....H-R Representatives
Pres., Gen. Mgr.....Harold F. Gross
Station Manager.....Howard K. Finch
Commercial Manager.....Roger S. Underhill
Film Director.....Phil Sherck

WKNX-TV

SAGINAW—1953

Channel: 57 UHF..AP: 10 Kw...VP: 19 Kw.
Owned-Operated By...Lake Huron Bcstg. Co.
Address.....221 S. Wash. Ave.
Phone Number 3-4471
Transmitter Location.....S. City Limits
Representative .....Gill-Perna
Membership .....NARTB
General Manager.....William J. Edwards
Station Manager.....Howard Wolfe
Program Director.....Robert Dyer
Consulting Engineer.....John Creutz

MINNESOTA

KSTP-TV

ST. PAUL-MINNEAPOLIS—1948
NBC

Channel: 5 VHF..AP: 17.3 Kw...VP: 24.7 Kw.
Owned-Operated By.....KSTP, Inc.

Bus., Trans. Lo...3415 University Ave., St. Paul
Phone Number ....Prior 2717
Air Time ....17½ hours daily
News Service ....AP, UP
Representative ....Edward Petry
Membership ....NARTB
Pres., Gen. Mgr....Stanley E. Hubbard
Exec. V.P., Treas....K. M. Hance
Nat. Sales Mgr....Karl A. Plain
Local TV Sales Dir....William R. Brazzil
Program Director....Del Franklin
Promotion Director....Joseph C. Cook
Chief Engineer....Joseph Kahnke
Consulting Engineer....Andrew D. Ring

WCCO-TV

MINNEAPOLIS—1949

ABC-CBS-DuM

Channel: 4....AP: 9.2 Kw....VP: 28.4 Kw.
Owned-Oper. By...Mid-Continent Radio-TV Inc.
Bus.-Studio Address...Radio City—50 S. 9th St.
Phone Number....Lincoln 0552
Air Time....112 hours weekly
News Service....AP, UP, INS
Representative....Free & Peters
Ch. of Board....W. J. McNally
President....Robert B. Ridder
Exec. V.P. & Gen. Mgr...F. Van Konynenburg
Sales Manager....Robert N. Ekstrum
Production Director....Charles D. Miller
Film Director....Harry C. Jones
Prom., Publ. Director....Florence Z. Cook
Program Dir....Gwen Harvey
Chief Engineer....John M. Sherman

MISSISSIPPI

WJTV

JACKSON—1953

ABC-CBS-DuM-NBC

Channel: 25 UHF...AP: 98 Kw...VP: 180 Kw.
Owned-Operated By
Mississippi Publishers Corp.
Address....P. O. Box 427
Representative ....Katz
General Manager....John Rossiter
Consulting Engineer....Raymond M. Wilmotte

MISSOURI

WDAF-TV

KANSAS CITY—1949

ABC-CBS-NBC-DuM

Channel: 4....AP: 11 Kw....VP: 22 Kw.
Owned-Oper. By....Kansas City Star Co.
Business Address....3030 Summit
Phone Number....Harrison 1200
Air Time ....18 hrs. daily
Newspaper Affiliation...The Kansas City Star
News Service....AP, UP
Representative...Harrington, Righter, & Parsons
Managing Director....H. Dean Fitzer
Commercial Manager....E. M. Russo
Station Manager....Bill Bates
Chief Engineer....Joseph Flaherty
Program Dir....Al Christy
News Dir....Randall Jessee
Film Mgr....John Krivas

KSD-TV

ST. LOUIS—1947

ABC-CBS-NBC-DuM

Channel: 5 VHF...AP: 8.0 Kw...VP: 16.0 Kw.
Owned-Oper. By...The Pulitzer Publishing Co.
Address....1111 Olive St.
Phone Number....MAin 1111
Air Time....110 hours weekly
Newspaper Affiliation...St. Louis Post-Dispatch
News Service....AP, INS
Representative....Free & Peters
Membership ....NARTB
President ....Joseph Pulitzer
Gen., Sta. Mgr....George M. Burbach
Program Director....Harold Grams
Chief Engineer....J. E. Risk
Sales Manager....Guy E. Yeldell
Promotion Director....David Pasternak

NEBRASKA

KOLN-TV

LINCOLN—1953—DuM

Channel: 12 VHF...AP: 11 Kw...VP: 21.5 Kw.
Owned-Operated By
Cornhusker Radio & TV Corp.
Address....P. O. Box 987
Representative ....Weed
General Manager....H. E. Anderson
Sales Manager....Otis Segler
Consulting Engineer...Comm. Radio Equipt. Co.

KMTV

OMAHA—1949—ABC-CBS-DuM

Channel: 3....AP: 8.4 Kw....VP: 16.7 Kw.
Owned-Oper. By....May Bcstg. Co.
Bus.-Trans. Address....2615 Farnam St.
Phone Number....WEbster 9800
Air Time....93 hours weekly
News Service ....UP
Representative....Edward Petry & Co.
Membership ....NARTB
President....Edward W. May
V.P., Gen. Mgr....Owen Saddler
Commercial Manager....Howard Peterson
Program Director....Glenn Harris
Prom., Publ. Director....Joe Baker

Dir of News and Spec. Events....Floyd Kalber
Production Director.....Lew Jeffrey
Film Director.....Bill Witt
Chief Engineer.....R. J. Schroeder
Consulting Engineer.....Robert M. Silliman

WOW-TV

OMAHA—1949—NBC

Channels: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Meredith WOW, Inc.
Business Address.....Insurance Bldg.
Phone Number.....WEbster 3400
Air Time.....17½ hours daily
News Service .....UP
Representative .....Blair TV
Membership .....NARTB
President.....E. T. Meredith, Jr.
General Manager.....Frank P. Fogarty
Sales Mgr.....Fred Ebener
Program Dir.....Soren Munkof
Promotion Dir.....Bob Seitzer
Film Mgr.....Donna Newton
Dir. of News & Spec. Events.....Ray Clark
Production Manager.....Jack Mazzie
Chief Engineer.....Wm. J. Kotera

NEW JERSEY

WFPG-TV

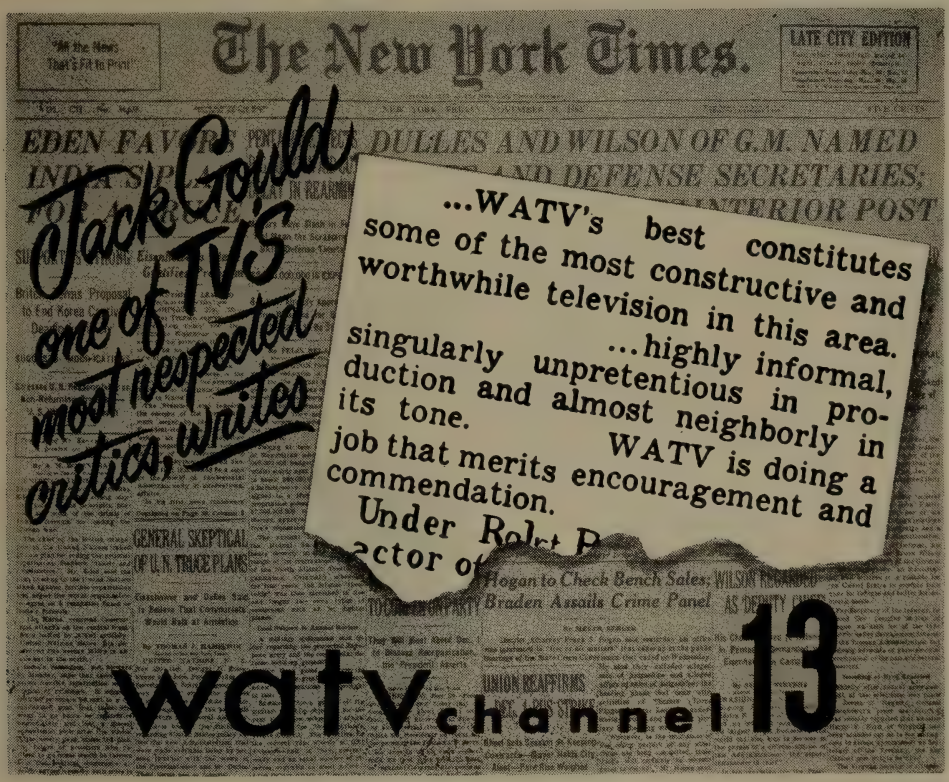
ATLANTIC CITY—1953—ABC-NBC CBS-DuM

Channel: 46 UHF...AP: 9 Kw....VP: 18 Kw.
Owned-Operated By.....Neptune Bcstg. Corp.
Address .....Steel Pier
Representative .....Pearson
General Manager.....Fred Weber
Sales Manager.....E. P. Truex
Consulting Engineer..Craven, Lohnes & Culver

WATV

NEWARK—1948

Channel: 13 VHF..AP: 15.3 Kk...VP: 30.5 Kw.
Owned-Oper. By.....Bremer Bcstg. Corp.
Business-Studio Address.....1020 Broad St.
Phone Number.....MItchell 2-6400
Air Time.....100 hours weekly
Representative .....Weed
Pres., Gen. Mgr.....Irving R. Rosenhaus
Vice Pres. (Sales).....Edmund S. Lennon



WPIX Station of Champions

N.Y. Giants and N.Y. Yankees

For the 1953 Season

220 East 42nd St.,
N.Y.C. 17
MU 2-6500
National
Representatives:
Free & Peters, Inc.

WPIX
Eleven
NEW YORK

Public Rel. Dir.....Roland Trenchard
Program Director.....George Green
Film Director.....Robert Paskow
Vice-President.....Frank V. Bremer

NEW MEXICO
KOB-TV
ALBUQUERQUE—1948
ABC-CBS-NBC-DuM

Channel: 4 VHF...AP: 2.6 Kw....VP: 5.2 Kw.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Bus.-Studio Address.....234 So. 5th
Phone Number 3-4411
Air Time.....8 hours daily
Representative .....Branham
Membership .....BAB
President .....Wayne Coy
Sta. Mgr., Chief Engineer..George S. Johnson
Program Director.....Dorothy B. Smith
Film Mgr.....Millard Williams
Dir. of Remotes.....Raymond Jacobs
Consulting Engineer.....Jansky & Bailey

NEW YORK
WNBF-TV
BINGHAMTON—1948
ABC-CBS-NBC-DuM

Channel: 12.....AP: 25 Kw.....VP: 50 Kw.
Owned-Oper. By.....Clark Associates, Inc.
Business Address.....P. O. Box No. 48
Phone Number 3-7311
Air Time.....85 hours weekly
News Service .....UP
Representative .....Bolling
Membership .....NARTB, BAB
President.....John C. Clark
General Manager.....C. D. Mastin
Station Manager.....L. L. Rogers
Sales Manager.....Stanley N. Heslop
Pgm. Dir.....E. M. Scala
Promotion Director.....E. R. McCloskey
Prod. Dir.....Clark Pollock
Chief Engineer.....L. H. Stantz
Consulting Engineer.....Jansky & Bailey

WBEN-TV
BUFFALO—1948—ABC-CBS-NBC DuM

Channel: 4 FHF...AP: 25 Kw....VP: 50 Kw.
Owned-Oper. By.....WBEN, Inc.
Phone Number.....MOhawk 0930
Studio, Transmitter Location.....Hotel Statler
Air Time.....17 hours daily
News Service.....AP, INS
Representative.....Harrington, Righter & Parsons, Inc.
Membership .....NARTB
President.....Edward H. Butler
Vice-President.....Alfred H. Kirchofer
General Manager.....C. Robert Thompson
Dir. of News and Spe. Events.....Floyd Kalber
Sales Manager.....Nicholas J. Malter
Station Mgr.....George R. Torge
Promoton Director.....Joseph A. Haeffner
News and Spec. Events, Asst. Pgm. Dir. Edward J. Wegman
Film Director.....Quintin P. Renner
Program Dir.....Frederick A. Keller
Dir. of Remotes.....John L. Hutchinson, Jr.
Technical Director.....Ralph J. Kingsley

WABC-TV
NEW YORK—1948—ABC

Channel: 7 VHF...AP: 55 Kw....VP: 110 Kw.
Owned-Oper. By American Bcstg.-Paramount Theaters, Inc.
Business Address.....7 W. 66th St.
Phone Number.....SUsquehanna 7-5000
Air Time.....13 hours daily
News Service .....INS
Representative .....Petry
President (ABC).....Robert E. Kintner
V.P., General Mgr.....Slocum Chapin
Station Mgr.....Paul B. Mowrey
Sales Mgr.....Trevor Adams
Promotion Director.....M. De Groot
Mgr. O & O Sales.....Don Durgin
Publicity Dir.....Ward Jones
Publicity Dir.....Arthur B. Donegan
Film Director.....Freelon M. Fowler
V.P., Dir. of Engn.....Frank Marx

WABD
NEW YORK—1944—DuM

Channel: 5 VHF..AP: 8.4 Kw...VP: 16.7 Kw.
Owned-Oper. By.....Allen B. Du Mont Laboratories, Inc.
Business Address.....515 Madison Ave
Phone Number.....MUrray Hill 8-2600
Air Time.....13 hours daily
News Service .....INS
Membership .....NARTB
Director.....Chris J. Witting
General Manager.....Richard E. Jones
Commercial Manager.....Lawrence L. Wynn
Pgm., Prod. Dir.....James L. Caddigan
Chief Engineer.....Rodney D. Chipp
Publicity Director.....Gerald Lyons
Film Dept. Mgr.....Donald A. Stewart

WCBS-TV
NEW YORK—1941—CBS

Channel: 2 VHF..AP: 8.8 Kw...VP: 17.3 Kw.
Owned-Oper. By.....Columbia Bcstg. System
Business Address.....485 Madison Ave.
Phone Number.....PLaza 5-2000
Air Time.....16 hours daily
News Service.....AP, INS, UP, Telenews
Representative.....CBS TV Spot Sales
Membership .....NARTB

President (CBS Inc.) ..... Frank Stanton
President (CBS TV) ..... J. L. Van Volkenburg
General Manager ..... Craig Lawrence
Asst. to Gen. Mgr. ..... Clarence Worden
Sales Manager ..... George Dunham
Program Director ..... Hal Hough
Promotion Manager ..... Robert G. Patt
Asst. Prog. Dir., Prod. Mgr. ..... Dan Gallagher
Publicity Director ..... Bob Fuller
Film Manager ..... Wm. C. Lacey
Chief Engineer ..... Robert G. Thompson

WNBT

NEW YORK—1941—NBC

Channel: 4 ..... AP: 4.27 Kw. ..... VP: 5.2 Kw.
Owned-Oper. By ..... National Bcstg. Co.
Business Address ..... 30 Rockefeller Plaza
Phone Number ..... CIrcle 7-8300
Air Time ..... 115 hours weekly
News Service ..... AP, INS, UP
Representative ..... NBC Spot Sales Dept.
Membership ..... NARTB, BAB
President ..... Frank White
General Manager ..... Ted Cott
Station Mgr. ..... Richard Pack
Commercial Manager ..... Jay Heitin
Prog., Film Director ..... Pete Affe
Promotion Dir. ..... Jay Smolin
Production Mgr. ..... John Grogan
Publicity Dir. ..... Phil Dean
Chief Engineer ..... Thomas Phelan

WOR-TV

NEW YORK—1949—MBS

Channel: 9 ..... AP: 11.0 Kw. ..... VP: 88 Kw.
Owned-Oper. By ..... General Teleradio, Inc.
Business Address ..... 1440 Broadway
Phone Number ..... LOngacre 4-8000
Air Time ..... 100 hours weekly
News Service ..... UP
Station Representative ..... H-R Reps.
Membership ..... NARTB
President ..... Thomas F. O'Neil
V. P. In Charge ..... James M. Gaines
Station Manager ..... Warren Wade
Commercial Director ..... Robert C. Mayo
Promotion Director ..... Gene Moss
Dir. News & Spec. Events ..... John B. Hughes
Production Manager ..... Ivan Reiner
Publicity Director ..... Frank Zuzulo
Film Manager ..... Milford Fenster
Dir. of Remotes ..... Ralph Giffen
Chief Engineer ..... Earl M. Johnson

WPIX

NEW YORK—1948

Channel: 11 VHF .. AP: 51 Kw. .. VP: 100 Kw.
Owned-Oper. By ..... WPIX, Inc.
Address ..... 220 E. 42nd St.
Phone Number ..... MU 2-6500
Air Time ..... 14 hours daily
News Service ..... AP, UP
Newspaper Affiliation .... N. Y. Daily News
Station Representative ..... Free & Peters
Membership ..... NARTB
President ..... F. M. Flynn
V.P., Gen., Sta. Mgr. ..... G. Bennett Larson
Comm. Manager ..... A. B. Rodner
Program Director ..... Louis B. Ames
Eastern Sales Mgr. ..... Wm. L. Clark
Director of News ..... Walter Engels
Sales Director ..... John Patterson
Director of Remotes ..... Jack Murphy
Publicity Director ..... L. A. Hollingsworth
Promotion Director ..... Adrien Rodner
Chief Engineer ..... Tom Howard
Film Mgr. ..... Carol Levine
Consulting Engineer ..... A. D. Ring

(*See Page* 898)

WHAM-TV

ROCHESTER—1949
ABC-CBS-NBC-DuM

Channel: 6 VHF .. AP: 11.7 Kw. .. VP: 23.4 Kw.
Owned-Oper. By ..... Stromberg Carlson Co.
Business Address ..... 201 Humboldt St.
Phone Number ..... Culver 7240
Air Time ..... 90-95 hours weekly
News Service ..... UP
Representative ..... Hollingbery
Membership ..... NARTB
Vice-Pres., Gen. Mgr. ..... William Fay
Commercial Manager .... John W. Kennedy, Jr.
Program Director ..... Charles W. Siverson
Promotion, Pub. Director ..... Armin N. Bender
Director of News ..... David E. Kessler
Production Manager ..... John Crosby
Film Director ..... David Manning
Director of Remotes ..... George Driscoll
Chief Engineer ..... Kenneth Gardner

WRGB

SCHENECTADY—1942
ABC-CBS-NBC-DuM

Channel: 4 VHF ... AP: 49 Kw. ... VP: 98 Kw.
Owned-Oper. By ..... General Electric Co.
Business-Studio Address . 60 Washington Ave.
Phone Number ..... Schenectady 7-2261
Air Time ..... 17½ hours daily
News Service ..... Telenews, AP, UP, INS
Representative ..... NBC Spot Sales
Membership ..... NARTB
Mgr. of Bcstg. ..... R. B. Hanna, Jr.
Operations Mgr. ..... R. W. Welpott
Supervisor of Sales ..... Robert F. Reid
Program Director ..... Albert G Zink

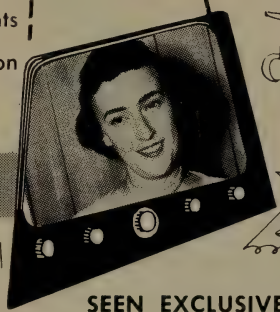
The BIGGEST KITCHEN IN CENTRAL NEW YORK

WHEN
SYRACUSE

KAY'S KITCHEN

HAS TO BE BIG TO HOLD ALL ITS FRIENDS

Thousands of her friends gather each morning in Kay's Kitchen to visit with her, and join in 15 minutes of recipes, household hints and old-fashioned philosophy. A spot on Kay's Kitchen means a product sold!



REACHING OVER 225 COMMUNITIES

Broome County (6)	Ontario County (10)
Cayuga County (14)	Oswego County (22)
Chenango County (6)	St. Lawrence Co. (4)
Cortland County (6)	Schuyler County (6)
Delaware County (4)	Seneca County (7)
Jefferson County (18)	Steuben County (6)
Lewis County (5)	Tioga County (3)
Madison County (16)	Tompkins County (5)
Monroe County (6)	Wayne County (11)
Oneida County (33)	Yates County (5)
Onondaga Co. (34)	

SEEN EXCLUSIVELY OVER

WHEN

TELEVISION

SYRACUSE, N. Y.

A MEREDITH STATION

Asst. Station Manager.....R. W. Welpott
Production Supervisor.....Merl Galusha
Dir. of Prom. & Pub.....George L. Peck
Chief Engineer.....Willard J. Purcell

WHEN

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8 VHF.....AP: 24.062 Kw.
VP: 48.125 Kw.
Owned-Oper. By.Meredith Syracuse TV Corp.
Address.....101 Court St.
Phone Number.....3-1126
Air Time.....102 hours weekly
News Service.....UP
Representative.....Katz
Membership.....NARTB
President.....E. T. Meredith, Jr.
V.P., Gen. Mgr.....Paul Adanti
Commercial Mgr.....W. H. Bell
Promotion Director.....Robert G. Peel
Program Director.....Gordon J. Alderman
TV Dir.....Payson Hall
Chief Engineer.....H. E. Crow

(*See Page 901*)

WSYR-TV

SYRACUSE—1950—NBC

Channel: 5 VHF..AP: 12.8 Kw...VP: 26.0 Kw.
Owned-Oper. By....Central N. Y. Bcstg. Corp.
Business Address.....224 Harrison St.
Phone Number.....3-7111
Air Time.....12 hours daily
News. Affil...Post & Standard, Herald-Journal
News Service.....UP
Representative...Headley-Reed, Kettell-Carter
Membership.....NARTB, BAB
President.....H. C. Wilder
Pres., Gen. Mgr.....E. R. Vadeboncoeur
Dir. of Sales.....W. R. Alford, Jr.
Prog. Dir., Film Mgr.....William V. Rothrum
Prom., Pub. Director.....Caley Augustine
Dir. of News & Spec. Events.....Fred Hillegas
Production Manager.....James McDonald
Chief Engineer.....A. B. Isle
Consulting Engineer..Craven, Lohnes & Culver

WKTV

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13 VHF..AP: 12.5 Kw...VP: 25 Kw.
Owned-Oper. By....Copper City Bcstg. Corp.
Business Address.....P. O. Box 386
Phone Number.....3-0404
Air Time.....17 hours daily
News Service.....UP
Representative.....Donald Cooke, Inc.
President.....Myron J. Kallet
General Manager.....Michael C. Fusco
Commercial Mgr.....John J. MacDavitt
Program Director.....Jack Fredericks
Promotion Director.....Martin Kovacs
Prod. Mgr., Dir. News &
Spec. Events.....Edwin Whittaker
Film Director.....Joseph Casaletta
Chief Engineer.....DeForest T. Layton, Jr.
Consulting Engineer.....George P. Adair

NORTH CAROLINA

WISE-TV

ASHEVILLE—1953—NBC

Channel: 62.....AP: 13 Kw.....VP: 23 Kw.
Owned-Operated By.....WISE, Inc.
Address.....89 College St.
Representative.....Bolling
Consulting Engineer.....George C. Davis

WBTV

CHARLOTTE—1949
ABC-CBS-NBC-DuM

Channel: 3VHF...AP: 8.2 Kw....VP: 16.3 Kw.
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Business-Studio Address.....Wilder Bldg.
Phone Number.....3-8833
Air Time.....14 hours daily
News Service.....UP, AP
Representative.....TV Spot Sales
Membership.....NARTB
President.....Joseph M. Bryan
General Manager.....Charles H. Crutchfield
Operations Director.....Ken Tredwell
Station Manager.....Charles E. Bell
Commercial Manager...Wallace J. Jorgenson
Promotion Director.....J. R. Covington
Dir. of News & Spec. Events.....J. Knell
Production Manager.....Sam Zurich
Publicity Director.....Nelson Benton
Film Manager.....Lacy Sellars
Director of Remotes.....T. G. Callahan
Chief Engineer.....M. J. Minor
Program Dir.....William Quinn
Consulting Engineer.....A. D. Ring

WFMY-TV

GREENSBORO—1948

Channel: 2 VHF..AP: 8.4 Kw...VP: 16.72 Kw.
Owned-Operated By....Greensboro News Co.
Address.....212 N. Davie St.
Phone Number.....4-0114
Air Time.....14½ hours daily
News Service.....UP
News. Affil.....News, Record
Representative..Harrington, Righter & Parsons
Membership.....NARTB
President.....E. B. Jeffress
Gen., Sta. Manager.....Gaines Kelley
Commercial Manager.....Virgil V. Evans
Program Director.....Gomer R. Lesch
Promotion Director.....A. C. Stringer, Jr.
Film Manager.....Daniel W. Shields
Chief Engineer.....William E. Neill
Consulting Engineer.....Craven, Lohnes, & Culver

OHIO

WCPO-TV

CINCINNATI—1949—ABC-DuM-CBS

Channel: 7 VHF...AP: 24 Kw....VP: 12 Kw.
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business Address.....2345 Symmes St.
Phone Number.....CApital 0777
Air Time.....17½ hours daily
News Service .....UP
News. Affil.....The Post
Representative.....The Branham Co.
Membership .....NARTB
President.....Jack R. Howard
V.P., Gen. Mgr.....M. C. Watters
Station Manager.....Harry LeBrun
Program Director.....Ed Weston
Promotion Director.....Phil Haynes
Production Manager.....Jim McGuire
Publicity Director.....Phil Haynes
Flim Manager.....Sid Barger
Dir. of News & Spec. Events.....Bob Otto
Director of Remotes.....M. Bowden
Chief Engineer.....Paul Adams

WKRC-TV

CINCINNATI—1949—CBS

Channel: 12 VHF..AP: 125 Kw...VP: 250 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Phone Number.....Garfield 1331
Air Time.....17½ hours daily
News Service .....AP
Newspaper Affiliation .....Times-Star
Representative.....The Katz Agency, Inc.
Membership .....NARTB
Exec. Vice-Pres.....Hulbert Taft, Jr.
General Manager.....U. A. Latham
Asst. Gen. Mgr.....Don L. Chapin
Prom. Mgr., Pub. Dir.....Fred Thomas
Nat'l Sales Mgr.....Kenneth Church
Promotion Director.....Lila Lambert
Director of News.....George Palmer
Production Manager.....Bob Huber
Film Co-ordinator.....Barry Hersh
Comm., Prod. Mgr.....Paul Wagner
Chief Engineer.....George A. Wilson

WLW-T

CINCINNATI—1948—NBC

Channel: 5 VHF..AP: 19.5 Kw...VP: 23.5 Kw.
Owned-Operated By....Crosley Bcstg. Corp.
Address.....140 W. Ninth St.
Phone Number.....Cherry 1822
Air Time.....115-130 hours weekly
News Service.....UP
Representative.....WLW Sales
Chairman of the Board.....James D. Shouse
President.....R. E. Dunville
Dir. of TV Oper. & V.P.....John T. Murphy
Program Director.....Lin Mason
Sales Manager.....John H. Bone
Gen. Sales Mgr.....David E. Patridge
Dir. of Promotion.....James E. Allen
Chief Engineer.....Howard Lepple
Consulting Engineer.....Weldon & Carr

WEWS

CLEVELAND—1947—CBS

Channel: 5 VHF..AP: 8.15 Kw...VP: 16.0 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Business-Studio Address.....1816 E. 13th St.
Phone Number.....TOwer 1-5454
Air Time.....15 hours daily
News Service .....UP
Newspaper Affiliation.....The Press
Representative .....Branham
President.....Jack R. Howard
General Manager.....James C. Hanrahan
Station Director.....J. Harrison Hartley
Advertising Manager.....Floyd E. Weidman
Dir. of News & Spec. Events..Donald L. Perris
Director of Remotes.....Ernest E. Sindelar
Technical Director.....Joseph B. Epperson

WNBK

CLEVELAND—1948—NBC

Channel: 4...AP: 20.26 Kw....VP: 39.22 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business-Studio Address....815 Superior Ave.
Phone Number.....CHerry 1-0942
Air Time.....91½ hours weekly
News Service.....AP, UP
Representative.....NBC Spot Sales
Membership .....NARTB
President (NBC).....Frank White
General Manager.....Hamilton Shea
Dir. of Sales.....Charles Philips
Program Manager.....Norman Cloutier
Dir. of News & Spec. Events.....Edward R. Wallace
Promotion Director.....Clement G. Scerback
Dir. of Pgm. Op.....Carl Freeborn
Film Director.....Albert L. Odeal
Engineer-in-Charge.....S. E. Leonard
Oper. Sup.....William A. Howard

(*See Page* 904)

WXEL

CLEVELAND—1949
ABC-CBS-DuM

Channel: 9 VHF..AP: 13.0 Kw...VP: 25.6 Kw.
Owned-Oper. By.....Empire Coil Co., Inc.
Address.....1630 Euclid Ave.
Phone Number.....TOwer 1-8989
Air Time.....15 hours daily
News Service.....UP, AP, INS
Representative .....Katz
Membership .....NARTB
President .....Herbert Mayer

Who is NUMBER ONE IN CLEVELAND?

A GOOD question and a fair question.

Here's your television answer . . .

1 WNBK Cleveland delivers a *larger* audience from 7 a. m. to 1 a. m. throughout the week than any other television station, local newspaper or national magazine.

2 WNBK Cleveland, *Your Community Station,* offers the greatest number of *preferred* local programs. WNBK viewers are not "switch happy" . . . they stay on Channel 4.

3 WNBK increases the value of your advertising dollar through the services of a complete Advertising, Promotion and Merchandising Department.

Always Buy WNBK CHANNEL 4

when looking for results in the Cleveland-Northern Ohio market

Sta., Gen. Mgr.....Franklin C. Snyder
Publicity Director.....Barbara Snyder
Asst. Comm. Mgr.....R. C. Wright
Program Director.....Harry Black
Dir. of News.....Robert Rowley
Film Director.....Sidney Nadler
Director of Remotes.....Clap Dopp
Chief Engineer.....H. A. Brinkman
Consulting Engineer.....Benjamin Adler

WBNS-TV

COLUMBUS—1949—CBS

Channel: 10...AP: 12.15 Kw....VP: 24.3 Kw.
Owned By.....Dispatch Printing Co.
Business Address.....33 N. High St.
Phone Number.....Fletcher 3538
Air Time.....15½ hrs. daily
Newspaper Affiliation....Columbus Dispatch
News Service .....AP
Station Representative .....Blair
Membership .....NARTB
Dir. of Television.....Richard A. Borel
Pgm., Film Director.....Jerome R. Reeves
Sales Director.....Robert D. Thomas
Promotion Director.....Barbara Haddox
Dir. News & Spe. Events.....Chester S. Long
Production Dir.....John Haldi
Public Serv. Dir.....Charles S. Cady
Merchandising Dir.....Morton Sherman
Chief Engineer.....Lester H. Nafzger
Consulting Engineer.....Jansky & Bailey

WLW-C

COLUMBUS—1949—NBC

Channel: 3 VHF...AP: 7.6 Kw....VP: 15.2 Kw.
Owned-Operated By.....Crosley Bcstg. Corp.
Business Address...3165 Olentangy River Rd.
Phone Number.....Jefferson 5441
Air Time.....18 hours daily
News Service .....UP
President.....Robert E. Dunville
Gen., Sta. Mgr.....James Leonard
Commercial Mgr.....C. George Henderson
Program Director.....Gene Ragle
Promotion Director.....Juanita Wilcox
Dir. of News & Spec. Events....Bill Hindman
Production Manager.....Walter S. Jacobs
Publicity Director.....Juanita Wilcox
Film Manager.....Nicholas Luppino
Director of Remotes.....Walter Jacobs
Chief Engineer.....Charles Sloan

WTVN

COLUMBUS—1949—ABC-DuM

Channel: 6 VHF..AP: 10.0 Kw...CP: 19.8 Kw.
Owned-Oper. By.....Picture Waves, Inc.
Address.....753 Harmon Ave.
Phone Number.....FLetcher 4361
Air Time.....13 hours daily
News Service .....AP
Representative .....Headley-Reed
Membership .....NARTB
President .....Edward Lamb
General Manager.....Frank Oswald
Commercial Manager.....J. W. McGough
Prog. Dir., Film Mgr.....Warren Warner
Prom., Pub. Dir.....Ruth Sherman
Dir. of News & Spec. Events.....D. Nichols
Chief Engineer.....Joseph Gill
Consulting Engineer.....MacIntosh & Ingalls

WHIO-TV

DAYTON—1949—ABC-CBS-DuM

Channel: 13.....AP: 13 Kw.....VP: 24 Kw.
Owned-Oper. By...Miami Valley Bcstg. Corp.
Business Address.....45 S. Ludlow St.
Phone Number.....ADams 2261
Air Time.....125 hours weekly
News Service.....UP, Movietone
President.....James M. Cox, Jr.
Managing Director.....J. Leonard Reinsch
General Manager.....Robert H. Moody
Commercial Manager....Harvey R. Young, Jr.
Pgm., Film Dir.....Don R. Lyons
Dir. TV Op.....Jack L. Hodgkinson
Chief Engineer.....Ernest L. Adams
Dir. News & Spec. Events.....Don Wayne

WLW-D

DAYTON—1949—NBC

Channel: 2 VHF....AP: 8 Kw.....VP: 16 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Business-Studio Address...4595 S. Dixie Hwy.
Phone Number.....Walnut 2101
Air Time.....17½ hours daily
News Service .....UP
Representative....WLW Offices, New York, Chicago, Hollywood
Membership .....NARTB
Station Manager.....H. Peter Lasker
Commercial Manager.....Wm. J. Williamson
Program Manager.....Neal Van Ells
Prom. Pub. Dir.....Dorothy A. Sanders
Dir. of News & Spec. Events...Omar Williams
Film Manager.....Ken Sanders
Production Manager.....Robert Head
Chief Engineer.....Lester Sturgill

WSPD-TV

TOLEDO—1948—ABC-CBS-NBC-DuM

Channel: 13 VHF..AP: 14.4 Kw...VP: 27.4 Kw.
Owned-Oper. By.....Storer Bdcstg. Co.
Business-Studio Address.....136 Huron St.
Phone Number.....Adams 3175
Transmitter Location.....26 Superior St.
Air Time.....100 hours weekly
News Service.....AP, INS, UP
Representative .....Katz
Membership .....TBA, NARTB, BAB

President.....George B. Storer
Commercial Manager.....W. F. Shannon
Gen., Sta. Mgr.....Allen L. Haid
Program Director.....Les Dana
Promotion-Publicity Dir.....Rick Gourley
Dir. of News & Spe. Events..James Uebelhart
Production Manager.....Al Ruehfel
Film Director.....Elaine Phillips
Chief Engineer.....William Stringfellow
Consulting Engineer.....Glenn Boundy

WFMJ-TV

YOUNGSTOWN—1952—NBC

Channel: 73 UHF..AP: 89 Kw...VP: 175 Kw.
Owned-Operated By...Vindicator Printing Co.
Address.....101 W. Boardman Street
Phone Number.....3-4121
Newspaper Affil...The Youngstown Vindicator
News Service.....AP, UP
Representative.....Headley-Reed
Membership.....NARTB
President.....W. O. Brown
V. P., Gen. Mgr.....William F. Maag, Jr.
Comm. Mgr., Prom. Publ. Dir.
Leonard E. Nasman
Program Director.....Ronald Richards
Production Manager.....Peter J. Frommert
Film Manager.....David Davies
Chief Engineer.....Frank A. Dieringer

WKBN-TV

YOUNGSTOWN—1953—ABC-CBS DuM

Channel: 27 UHF..AP: 95 Kw...VP: 160 Kw.
Owned-Operated By.....WKBN Bcstg. Co.
Address.....17 N. Champion St.
Representative.....Raymer
General Manager.....J. L. Bowden
Consulting Engineer.....Millard M. Garrison

OKLAHOMA

KSWO

LAWTON—1953

Channel: 7 VHF....AP: 5 Kw.....VP: 10 Kw.
Owned-Operated By
Oklahoma Quality Bcstg. Co.
Address.....P. O. Box 699
Representative.....Everett-McKinney

WKY-TV

OKLAHOMA CITY—1949 ABC-CBS-NBC-DuM

Channel: 4 VHF..AP: 8.5 Kw...VP: 16.9 Kw.
Owned-Oper. By.....WKY Radiophone Co.
Studio Address.....500 E. Britton Rd.
Phone Number.....TRinity 8-2161
Air Time.....17½ hours daily
News Service.....AP, UP
News. Affil.....Oklahoman, Times
Representative.....Katz
Membership.....NARTB
President.....E. K. Gaylord
Manager.....P. A. Sugg
Asst. Manager.....Hoyt Andres
Program Director.....Robert Olson
Promotion Director.....Ray Scales
Dir. of News & Spec. Events.....Grant Foster
Production Manager.....Robert Doty
Adm. Assistant.....Eugene B. Dodson
Film Director.....Kieth Mathers
Chief Engineer.....H. J. Lovell
Consulting Engineer.....A. D. Ring Co.

KOTV

TULSA—1949 ABC-CBS-NBC

Channel: 6....AP: 8.5 Kw.....VP: 16.6 Kw.
Owned-Oper. By.....Wrather-Alvarez, Inc.
Business Address.....302 S. Frankfort St.
Phone Number.....2-9233
Air Time.....126 hours weekly
News Service.....UP
Station Representative.....Petry
Membership.....NARTB
President.....Jack D. Wrather, Jr.
Gen., Sta. Manager.....Maria Helen Alvarez
Commercial Manager.....John B. Hill
Program Director.....Don Thompson
Promotion Dir.....Robert Freeland
Film Director.....Glenn White
News Director.....Cy Tuma
Chief Engineer.....George Jacobs

OREGON

KPTV

PORTLAND—1952—ABC-CBS-DuM NBC

Channel: 27 UHF...AP: 44 Kw....VP: 88 Kw.
Address.....Portland
Owned-Operated By.....Empire Coil Co.
Representative.....NBC Spot Sales
Station Manager.....Herb Mayer
Program Manager.....Frank Opra
Consulting Engineer.....Adler Comm. Lab.

PENNSYLVANIA

WFBG-TV

ALTOONA—1953—NBC

Channel: 10 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Operated By.....The Gable Co.
Address.....1320 Eleventh Ave.
Representative.....H-R Reps
Gen., Sales, Prom. Mgr.....Jack Snyder
Consulting Engineers
Craven, Lohnes & Culver

WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12.....AP: 15 Kw.....VP: 30 Kw.
Owned-Oper. By.....Dispatch Incorporated
Bus.-Trans. Address.....3514 State St.
Phone Number 4-6371
Air Time.....120 hours weekly
News Service .....AP
Representative .....Headley-Reed
President .....Edward Lamb
Vice President.....Paul Albracht
General Manager.....Ben McLaughlin
Program Director.....Dan Lick
Film Director.....John W. Cook
Comm. Mgr.....Don Boyce
Prom. Dir.....Jack Schumacher
Chief Engineer.....Michael Csop

WJAC-TV

JOHNSTOWN—1949
ABC-CBS-NBC-DuM

Channel: 6 VHF...AP: 35 Kw....VP: 70 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Phone Number 9-1965
Air Time.....14½ hours daily
Newspaper Affiliation..The Johnstown Tribune
News Service .....UP
Representative .....Katz
Membership .....NARTB
President.....Walter W. Krebs
Gen., Sta. Mgr.....Alvin D. Schrott
Sales Manager.....John H. Hepburn
Prog. Dir., Film Mgr.....Frank P. Cummins
Chief Engineer.....Theodore Campbell
Consulting Engineer .....McNary

WGAL-TV

LANCASTER—1949
ABC-CBS-NBC-DuM

Channel: 8 VHF...AP: 7.2 Kw....VP: 3.6 Kw.
Owned-Operated By.....WGAL, Inc.
Business-Transmitter Address..24 S. Queen St.
Phone Number 5246
Studio Address.....24 S. Queen St.
Air Time.....116 hours weekly
News Service .....UP
Representative .....Meeker
Membership .....NARTB
President.....Clair R. McCollough
Station Manager.....Harold E. Miller
Gen. Sales Mgr.....J. Robert Gulick
Program Director.....Paul Rodenhauser
Technical Director.....J. E. Mathiat

. . . the biggest buy in Television!

4 Big Markets Covered by One Station!

. . . 8th Largest TV Market In The United States*

*Taken from set count figures in BROADCASTING Sept. 29, 1952.

Field Contour Map Estimated In Accord With FCC Regulations

★ **POPULATION • 3,503,200**

★ **1951 RETAIL SALES • $3,377,035,000**

Metropolitan coverage . . . but not metropolitan rates. Here's a big chance for covering all of Southwestern Pennsylvania with one television station. Study this map . . . make inquiries in the market . . . in the end you'll turn for best coverage to—

WJAC-TV

CHANNEL 6 • 70 KW VISUAL 35 KW AURAL

Represented by THE KATZ AGENCY, Inc.

Serving Millions From Atop the Alleghenies

DuMont's
Great Station in a Great Market

WDTV

The Finest Entertainment from Four Networks

Serving an Area With More Than 550,000 TV Sets

Keeping in Step With Pittsburgh's Fabulous Progress

For

BEST SHOWS---and---BEST RESULTS

It's

DuMont **WDTV** Channel 2

Pittsburgh's *First* Television Station

Harold C. Lund, Gen. Mgr. - C. of C. Building - Pittsburgh 30, Pa.

WCAU-TV

PHILADELPHIA—1947—CBS

Channel: 10 VHF...AP: 14 Kw....VP: 25 Kw.
Owned-Operated By.....WCAU, Inc.
Address.....City Ave. & Monument Ave.
Phone Number.....GR 7-8300
Air Time.....16 hours daily
Newspaper Affiliation..The Evening Bulletin
News Service.....AP, UP
Representative.....CBS TV Spot Sales
Pres., Gen. Mgr.....Donald W. Thornburgh
V.P., Asst. Gen. Mgr.....Joseph L. Tinney
V.P. & TV Director.....Charles Vanda
Commercial Manager.....Robt. McGredy
Program Director.....John McClay
V.P. & Prom. & Pub. Dir.....Robert N. Pryor
Dir. News & Spec. Events.....Charles Shaw
Production Manager.....Richard Schlegle
V.P. & Technical Diector.....John G. Leitch

WPTZ

PHILADELPHIA—1941—NBC

Channel: 3... .AP: 8.0 Kw.....VP: 16.0 Kw.
Owned-Oper. By..Tele. Bcstg. Div. of Philco. Corp.
Business Address.....1600 Architects Bldg.
Phone Number.....LOcust 4-5500
Air Time.....115 hours weekly
News Service .....UP
Station Representative.....NBC Spot Sales
Vice-Pres., Gen. Mgr.....Ernest B. Loveman
Asst. Gen. Mgr.....Rolland V. Tooke
Comm. Mgr.....Alexander W. Dannenbaum, Jr.
Mgr. of Pgm. Operations.....Preston Stover
Pub., Prom. Dir.....John J. Kelly
Chief Engineer.....Raymond J. Bowley

WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6 VHF...AP: 13.5 Kw....VP: 27 Kw.
Owned-Oper. By..Philadelphia Inquirer Div. of Triangle Publications, Inc.
Business Address.....46th & Market Sts.
Phone Number.....EVergreen 2-4700
Air Time.....16 hours daily
Newspaper Affiliation.....The Philadelphia Inquirer
News Service .....UP
Station Representative .....Katz
Membership..TBA, NARTB, TV Assn. of Phila.
General Manager.....Robert W. Clipp
Comm. Mgr.....Kenneth W. Stowman
Program Director.....Jack Steck
Promotion Dir.....Joe Zimmerman
Dir. of News & Spec. Events..Charles Harrison
Production Mgr.....Edmund Rogers
Publicity Dir.....John J. Hyland
Film Director.....Walter Tillman
Chief Engineer.....Henry Rhea

WDTV

PITTSBURGH—1949
ABC-CBS-NBC-DuM

Channel: 3.....AP: 8.3 Kw.....VP: 16.6 Kw.
Owned-Operated By.....Allen B. Du Mont Laboratories, Inc.
Business Address.....Chamber of Commerce Bldg.
Phone Number.....Express 1-1071
Air Time.....155 hours weekly
News Service .....UP
Representative .....DuMont Network
Membership .....NARTB
President.....Dr. Allen B. Du Mont
Gen. Mgr.....Harold C. Lund
Sales Dir.....George Baren Bregge
Publ. Dir.....Dick Fortune
Operations Mgr.....Don Menard
Film Manager.....Richard Dreyfuss
Chief Engineer.....Raymond Rodgers

WHUM-TV

READING—1953

Channel: 61 UHF..AP: 135 Kw...VP: 260 Kw.
Owned-Oper. By.....Eastern Radio Corp.
Address .....Skyline Drive
Phone Number 4-4805
Air Time .....Unlimited
News Service .....INS
Representative.....H R Television, Inc.
Pres., Gen. Mgr.....Humboldt J. Greig
Vice President.....Richard G. Fichthorn
Operations .....Jack Schuler
Natl. Sales Mgr.....Robert W. Reuschle
Program Director.....Alan Lane
Promotion Director.....Arthur Heim
Dir. of News & Spec. Events.....John Deegan
Dir. of Rem., Prod. Mgr.....James A. Ketcham
Publicity Director.....James D. Lindemuth
Film Manager.....Louis De Luca
Chief Engineer.....Joseph E. McCormack

(*See Page* 910)

WBRE-TV

WILKES-BARRE—1953—NBC

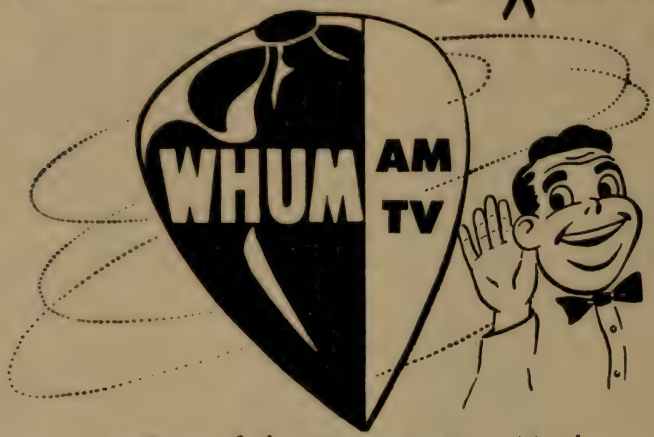
Channel: 29 UHF..AP. 500 Kw...VP: 1000 Kw.
Owned-Operated By.....Louis G. Baltimore
Address.....62 S. Franklin St.
Representative .....Headley-Reed
General Manager.....L. G. Baltimore
Program Director.....F. D. Coslett
Sales Manager.....A. C. Baltimore
Consulting Engineer.....Millard M. Garrison

WSBA-TV

YORK—1953—ABC

Channel: 43 UHF..AP: 86 Kw...VP: 170 Kw.
Owned-Operated By..Susquehanna Bcstg. Co.
Address.....53 N. Duke St.

We've Got Reading WHUMming!



In One of the Nation's Top Markets

WHUM-AM

- Serving the Pennsylvania Dutch Country.
- WHUM is the most listened to station in the Reading Metropolitan Area.
- The WHUM audience exceeds the other two Reading stations combined . . . Pulse.
- WHUM is the only CBS station in Berks, Schuylkill, Lebanon, Lancaster, Chester and Montgomery Counties (4243 square miles).
- The WHUM Market is a Billion Dollar Market.

WHUM-TV
CHANNEL 61

- Serving one of the nation's top 10 television markets with 2.7 million population in the Reading-Allentown - Harrisburg - York - Lancaster - Wilkes-Barre area.
- World's most powerful television station with 260,000 watts.
- Antenna height of 2680 feet above sea level (actual antenna height: 1050 feet), nearly twice the height of the antenna on the Empire State Building.
- Only General Electric Klystron transmitting equipment in the nation.
- On the air February 22, 1953.

READING, PA.

CBS Radio and Television Networks Affiliate • Represented Nationally by H-R Representatives

Representative .....Radio-TV Reps
General Manager.....W. Rothenseis
Sales Manager.....Philip Eberly
Consulting Engineer.....George C. Davis

RHODE ISLAND

WJAR-TV

PROVIDENCE—1949
ABC-NBC-CBS-DuM

Channel: 10....AP: 100 Kw.....VP: 200 Kw.
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Phone Number.....Gaspee 1-8255
Air Time.....125 hours weekly
News Service .....AP
Representative .....Weed
Transcription Service.....SESAC, World
Program Manager.....Seymour Horowitz
Mgr. TV Op.....Norman Gittleson
Production Coordinator.....Manning Tesser
Film Director.....William Cooper
Promotion Manager.....Frank J. Howard
Chief Engineer.....Thomas C. J. Prior

TENNESSEE

WMCT

MEMPHIS—1948
ABC-CBS-NBC-DuM

Channel: 5.....AP: 30 Kw.....VP: 60 Kw.
Owned-Operated.....Memphis Publishing Co.
Business-Studio Address....Goodwyn Institute Bldg., P. O. Box 311
Phone Number 8-7464
Air Time.....114 hours weekly
News Service.....INS, UP
Representative .....Branham
Membership .....NARTB
President .....Enoch Brown
Gen. Station Mgr.....H. W. Slavick
Commercial Manager.....Earl Moreland
Program Director.....Wilson Mount
Prom., Pub. Dir.....Walter E. Frase
Dir. of News & Spec. Events.....Edwin White
Production Manager.....Jay Scott
Film Director.....Charles Caldwell, Jr.
Director of Remotes.....Wilson Mount
Chief Engineer.....E. C. Frase, Jr.

WSM-TV

NASHVILLE—1950
ABC-CBS-DuM-NBC

Channel: 4.....AP: 11.9 Kw.....VP: 23.8 Kw.
Owned-Oper. By.....Natl. Life & Accident Ins. Co.
Business Address.....7th Ave. at Union
Phone Number 6-7181
Air Time.....76 hours weekly
News Service.....AP, INS, UP
Representative .....Edward Petry
Membership .....NARTB
President.....John H. DeWitt, Jr.
Commercial Manager.....Irving Waugh
Program Director.....Jack Stapp
Pub., Publ. Relns., Prom. Dir. William R. McDaniel
News & Spec. Events Dir.....Harold Baker
Production Manager.....Shelton Weaver
Film Director.....Elmer Cartwright
Chief Engineer.....Aaron Shelton

TEXAS

KGNC-TV

AMARILLO—1953

Channel: 4 VHF.. AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Plains Radio Bcstg. Co.
Address .....Box 751
Phone Number 3-4242
Air Time.....6 hours daily
News. Affil.....Globe-News Publ. Co.
News Service.....AP, UP
Membership .....NARTB
President.....B. E. Walker
Gen., Sta. Mgr.....Tom Kritser
Commercial Manager.....Bob Watson
Prog. Dir., Dir. of Rem.....Kelly Maddox
Promotion Director.....Marianne Johnson
Dir. of News & Spec. Events.....Wes Izzard
Publicity Director.....Beverly Smith
Film Manager.....Max Ewing
Chief Engineer.....W. H. Torrey
Consulting Engineer.....A. Earl Cullum

KTBC-TV

AUSTIN—1953—ABC-CBS-NBC

Channel: 7 VHF.AP: 51.45 Kw..VP: 102.9 Kw.
Owned-Operated By.....Texas Bcstg. Corp.
Address.....P. O. Box 717
Representative.....O. L. Taylor
General Manager.....J. C. Kellam
Consulting Engineer.....A. Earl Cullum, Jr.

XELD-TV

BROWNSVILLE—1951
ABC-NBC-CBS-DuM

Channel: 7 VHF...AP: 1.4 Kw....VP: 2.8 Kw.
Owned-Operated By.....Romulo O'Farril Sr.
Address.....1014 E. Washington St.
Phone Number.....Brownsville 6-6953
Air Time.....60 hours weekly
News Service .....INS
Representative .....Adam Young
President .....Romulo O'Farril Sr.
General Mgr.....Monte Kleben
Comm. Mgr.....L. W. Smith
Traffic Mgr.....Terry Frizzell
Chief Engineer.....Juan Suarez

TEXAS' MOST POWERFUL TELEVISION STATION

KRLD-TV

CHANNEL 4

Covering the South's Largest Metropolitan Market...

DALLAS—FT. WORTH

More than 1 million population within a 50 mile radius. More than 2 million within 100 mile radius...largely urban dwellers.

★★★★

KRLD

50,000 WATTS—FULL TIME

Exclusive CBS Outlet for

DALLAS—FT. WORTH

Covering the Great SOUTHWEST Market Area

The Southwest's No. 1 Stations!

National Representative
THE BRANHAM COMPANY

KRLD-TV

DALLAS—1949—CBS

Channel: 4 VHF..AP: 13.6 Kw...VP: 27.3 Kw.
Owned-Operated By.....KRLD Radio Corp.
Business Address.....Herald Square
Phone Number.....RAndolph 6811
Air Time.....15 hours daily
Newspaper Affiliation...Dallas Times Herald
News Service.....INS, UP
Representative .....Branham
Membership .....NARTB
President.....Clyde W. Rembert
Comm. Mgr.....William A. Roberts
Program Dir.....Ves Box
Promotion Dir.....A. J. Putman
Dir. of News & Spec. Events.....Jay Hogan
Film Director.....Nick Mueller
Chief Engineer.....B. B. Honeycuff
Consulting Engineer.....Craven, Lohnes and Culver

WFAA-TV

DALLAS—1949—ABC-NBC-DuM

Channel: 8 VHF..AP: 13.5 Kw...VP: 27 Kw.
Owned-Operated By.....A. H. Belo Corp.
Business Address.....Young & Houston
Phone Number.....Riverside 3315
Air Time.....16 hours daily
Newspaper Affiliation.....Morning News
News Service .....UP
Representative .....Petry
Membership .....NARTB
President.....E. M. (Ted) Dealey
Sup. of Radio & TV.....Martin B. Campbell
Manager.....Ralph W. Nimmons
Prog., Remotes Dir.....Jay Watson
Promotion Dir.....Jack Saunders
Dir. of News & Spec. Events.....Michael Hinn
Prod., Film Mgr.....Howard Anderson
Publicity Dir.....Jane Cockrell
Chief Engineer.....William C. Ellis
Technical Supervisor.....George E. Krutilek
Consulting Engineer.....A. Earl Cullum

KROD-TV

EL PASO—1952—CBS-DuM

Channel: 4 VHF....AP: 28 Kw.....VP: 56 Kw.
Owned-Operated By.....Roderick Bcstg. Co.
Address.....Wyoming & Walnut Sts.
Representative.....O. L. Taylor
General Manager.....Val Lawrence
Sales Manager.....Dick Watts

KTSM-TV

EL PASO—1953—NBC

Channel: 9 VHF...AP: 29 Kw....VP: 58 Kw.
Owned-Operated By.....Tri-State Bcstg. Co.
Address.....801 N. Oregon St.
Representative .....Hollingbery
General Manager.....Karl O. Wyler

Sales Manager.....Roy Chapman
Program Director.....Jack Chapman
Consulting Engineer.....George P. Adair

WBAP-TV

FORT WORTH—1948—ABC-NBC

Channel: 5 VHF..AP: 16.4 Kw...VP: 8.2 Kw.
Owned-Operated By..Carter Publications, Inc.
Address.....3900 Barnett St.
Phone Number.....LOckwood 1981
Air Time 17
News Service .....AP
Newspaper Affiliation.....Fort Worth Star-Telegram
Representative.....Free & Peters
Membership .....NARTB
President .....Amon Carter
Director .....Harold Hough
General Manager.....George Cranston
Commercial Manager.....Roy Bacus
Program Director.....Bob Gould
Prom., Pub. Dir.....Thaine Engle
Dir. of News & Spec. Events...James A. Byron
Production Manager.....Tommy Thompson
Film Director.....Lynn Trammell
Director of Remotes.....Sid Smith
Chief Engineer.....R. C. Stinson
Consulting Engineer.....A. D. Ring

KDUB-TV

LUBBOCK—1953—CBS-DuM

Channel: 13 VHF..AP: 15.5 Kw...VP: 31 Kw.
Owned-Operated By...Texas Telecasting, Inc.
Address.....3601 Ave. H
Representative .....Avery-Knodel
General Manager.....W. D. Rogers
Sales Manager.....Mike Shapiro
Consulting Engineers.....McIntosh & Inglis

KPRC-TV

HOUSTON—1949—ABC-CBS NBC-DuM

Channel: 2.....AP: 7.5 Kw.....VP: 15 Kw.
Owned-Oper. By.....Houston Post Co.
Address .....Lamar Hotel
Phone Number.....Fairfax 7101
Air Time.....100 hours weekly
Representative .....Petry
General Manager.....Jack Harris
Commercial Manager.....Jack McGrew
Program Director.....Bert Mitchell
Promotion Director.....Marsh Callaway
Publicity Director.....Edna Forester
Traffic Director.....Pat Breech
Chief Engineer.....Paul Huhndorf

You'll Sell More On Channel 4 because . . .

KROD-TV

blankets EL PASO'S Fabulous Southwest

More people watch KROD-TV because

1. More area coverage and better picture
2. Transmitter tower 1,585 feet above city
3. 56,300 watts on Channel 4
4. Unrivalled studio facilities and equipment
5. CBS and Dumont TV Networks
6. Unequalled local and spot programming
7. Newspaper affiliation; promotion-minded staff

RODERICK BROADCASTING CORP.

D. D. Roderick, Chairman — Val Lawrence, Vice-Pres. & Gen. Mgr. — Dick Watts, TV Sales Mgr.

KROD-TV and KROD-AM

Represented Nationally by The O. L. Taylor Co.

KEYL

SAN ANTONIO—1950
ABC-CBS-DuM

Channel: 5 VHF..AP: 17.5 Kw...VP: 35 Kw.
Owned-Oper. By...San Antonio TV Company
Business Address.....Transit Tower
Phone Number.....Garfield 8151
Air Time.....13½ hours daily
News Service .....UP
Representative .....Katz
Membership .....NARTB
President.....George B. Storer
Commercial Manager.....W. E. Kelley
Exec. Vice-Pres.....Lee B. Wailes
Managing Director.....George B. Storer Jr.
Program Dir.....William B. Robb
Prom., Pub. Dir.....Ardyce Pfanstiel
Dir. of News & Spec. Events.....Pat Boyette
Production Mgr.....James C. Wells
Film Mgr.....John Meaney
Chief Engineer.....William Jackson

WOAI-TV

SAN ANTONIO—1949—NBC

Channel: 4 VHF..AP: 10.8 Kw...VP: 21.6 Kw.
Owned-Oper. By....Southland Industries, Inc.
Address.....1031 Navarro St.
Phone Number.....Garfield 4221
Air Time.....9 hours daily
News Service.....AP, INS, UP
Representative .....Petry
Membership .....BAB
President.....Hugh A. L. Halff
Gen., Sta. Mgr.....Arden X. Pangborn
Comm. Mgr.....Edward V. Cheviot
Prom. Mgr. .....Dallas Wyant
Program Manager.....W. Perry Dickey
Film. Prod. Mgr.....Edward D. Hyman
Dir. of News.....Henry Howell
Publicity Director.....Imogene Stanley
Director of Engineering.....C. L. Jeffers
Consulting Engineer.....A. D. Ring

KFDX-TV

WICHITA FALLS—1953

Channel: 3 VHF...AP: 36 Kw....VP: 60 Kw.
Owned-Operated By.Wichtex Radio & Tele. Co.
Address.....801 Scott St.
Transmitter Location.....Old Seymour Rd.
President.....Darrold A. Cannan
Consulting Engineer.....George C. Davis

KWFT-TV

WICHITA FALLS—1953—CBS

Channel: 6 VHF..AP: 11.3 Kw...VP: 22.3 Kw.
Owned-Operated By..Wichita Falls Tele., Inc.
Address.....P. O. Box 420
Representative .....Blair-TV
President .....Kenyon Brown
Consulting Engineer..Comm. Radio Equipt. Co.

UTAH

KDYL-TV

SALT LAKE CITY—1948—NBC

Channel: 4 VHF...AP: 15 Kw....VP: 30 Kw.
Owned-Oper. By..Intermountain Bcstg. & TV Corp.
Business Address.....143 S. Main
Phone Number 5-2991
Air Time.....16 hours daily
Station Representative .....Blair-TV
News Service .....UP
Membership .....NARTB
Pres., Gen., Sta. Mgr.....S. S. Fox
V.P., Tech. Dir.....John M. Baldwin
Comm. Mgr.....George Provol
Production Mgr.....Allen Frank
Program Director.....Dan Rainger
Promotion Director.....Del Leeson
Film Director.....C. W. Eckhardt
Director of Remotes.....Wal Lambourne
Chief Engineer.....Alan Gunderson
Consulting Engineer.....George Davis

KSL-TV

SALT LAKE CITY—1948
ABC-CBS-DuM

Channel: 5 VHF..AP: 9.6 Kw...VP: 18.4 Kw.
Owned-Oper. By..Radio Service Corp. of Utah
Business Address.....10 S. Main St.
Phone Number 5-4641
Air Time.....13 hours daily
News Service .....AP, UP
Representative.....CBS TV Spot Sales
Membership .....NARTB
Exec. Vice Pres.....Ivor Sharp
Comm. Mgr.....Edward B. Kimball
General Manager.....C. Richard Evans
Station Manager.....D. Lennox Murdoch
Program Director.....Wayne Richards
Promotion Director.....A. Richard Robertson
Director of News.....Paul Alexander
Production Manager.....Scott R. Clawson
Publicity Director.....A. Richard Robertson
Film Director.....Richard V. Thiriat
Director of Remotes.....Wayne Richards
Chief Engineer.....Vincent Clayton
Consulting Engineer.....A. Ring

VIRGINIA

WLVA-TV

LYNCHBURG—1953—CBS

Channel: 13 VHF...AP: 14 Kw....VP: 28 Kw.
Owned-Operated By..Lynchburg Bcstg. Corp.
Address.....925 Church St.
Representative .....Hollingbery
General Manager.....Phil Allen
Sales Manager.....Joseph F. Wright
Consulting Engineers Craven, Lohnes & Culver

WTAR-TV

NORFOLK—1950
ABC-CBS-NBC-DuM

Channel: 4 VHF..AP: 12.124..VP: 24.248 Kw.
Owned-Operated By.....WTAR Radio Corp.
Business Address.....720 Boush St.
Phone Number 56711
Air Time.....17 hours daily
Newspaper Affiliation..Norfolk Newspapers, Inc.
News Service.....AP, INS
Representative .....Petry
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Campbell Arnoux
Gen. Sales Mgr.....Robert M. Lambe
Prod., Pgm. Dir.....Harold Soldinger
Pub., Prom. Dir.....Fred Lowe
Public Rel. Dir.....Joel F. Carson
Director of News.....Gilbert McLeod
Film Director.....Harry L. Nicholas
Film Buyer.....Winston Hope
Chief Engineer.....Dick Lindell
Consulting Engineer.....Jansky & Bailey

WTVR

RICHMOND—1947—NBC

Channel: 6 VHF...AP: 10 Kw....VP: 20 Kw.
Owned-Oper. By.....Havens & Martin, Inc.
Address....3301 W. Broad St., P. O. Box 5229
Phone Number 5-8611
Air Time.....17 hours daily
News Service .....UP
Station Representative.....Blair TV
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Wilbur M. Havens
Comm. Mgr.....Walter A. Bowry, Jr.
Prog. Dir., Film Mgr...G. Conrad Rianhard, Jr.
Prom., Pub. Dir.....Robert Montgomery
Dir. of News & Spec. Events.....Jack Tucker
Production Mgr.....Edward Allen
Chief Engineer.....James Kyle
Consulting Engineer.....McNary & Wrathall

WROV-TV

ROANOKE—1953—ABC

Channel: 27 UHF..AP: 62 Kw...VP: 105 Kw.
Owned-Operated By.....Radio Roanoke, Inc.
Address.....Mountain Trust Bldg.
Representative .....Burn-Smith
General Manager.....Frank Koehler
Program Manager.....Gordon Philips
Consulting Engineers.....Jansky & Bailey

WSLS-TV

ROANOKE—1953—NBC

Channel: 10 VHF..AP: 125 Kw...VP: 250 Kw.
Owned-Operated By
Shenandoah Life Stations
Address.....301 1st St.
Representative .....Avery-Knodel
Commercial Manager.....H. Fitzpatrick
Program Director.....George Chernault

WASHINGTON

KING-TV

SEATTLE—1948
ABC-CBS-NBC-DuM

Channel: 5 VHF...AP: 10 Kw....VP: 19 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....Smith Tower
Phone Number.....MUtual 1090
Air Time.....14 hours daily
News Service .....UP
Representative .....Blair-TV
Membership .....NARTB
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Commercial Manager.....Al Hunter
Dir. of News & Spec. Events...Charles Herring
Production Mgr.....Thomas Rogstad
Prom., Pub. Dir.....Melvin Anderson
Program Director.....Lee Schulman
Director of Remotes.....John J. Shawcroft
Dir. of Engineering.....James L. Middlebrooks
Consulting Engineer..Craven, Lohnes & Culver

KHQ-TV

SPOKANE—1953—NBC

Channel: 6 VHF...AP: 55 Kw....VP: 100 Kw.
Owned-Operated By.....KHQ, Inc.
Address.....700 Radio Central Bldg.
Representative .....Katz
General Manager.....R. O. Dunning
Program Director.....William A. Neilson
Consulting Engineer.....George C. Davis

KXLY-TV

SPOKANE—1953—CBS-DuM

Channel: 4 VHF..AP: 28.5 Kw...VP: 48 Kw.
Owned-Operated By .....KXLY-TV
Address.....315 W. Sprague
Representative .....Walker
General Manager.....E. B. Craney
Consulting Engineer.....Robert M. Silliman

KTNT-TV

TACOMA—1953—CBS-DuM

Channel: 11 VHF..AP: 15 Kw..VP: 29.5 Kw.
Owned-Operated By...Tribune Publishing Co.
Address.....711 St. Helens Ave.
Representative .....Weed
Transmitter Location.....1701 S. 11th St.
President.....Frank S. Baker
Engineer.....Alvin H. Barnard

WEST VIRGINIA

WSAZ-TV

HUNTINGTON—1949
ABC-CBS-NBC-DuM

Channel: 3 VHF....AP: 42 Kw.....VP: 84 Kw.
Owned-Operated By.....WSAZ, Incorporated
Address.....W. Virginia Bldg.
Phone Number 3-9441
Air Time.....15 hours daily
Newspaper Affiliation..Huntington Advertiser
News Service .....AP
Station Representative .....Katz
Membership .....NARTB
President.....Col. J. H. Long
V.P., Gen. Mgr.....Lawrence H. Rogers, II
V.P., Tech. Dir.....Leroy E. Kilpatrick
Sales Mgr.....James H. Ferguson
Program Dir.....Ted A. Eiland
Promotion Dir.....Charles W. Dinkins
News Director.....Nicholas A. Basso
Production Mgr.....Thomas I. Bordenkircher
Nat. Sales Mgr.....Elizabeth Conaty
Film Mgr.....Ned R. Brooke
Studio Engineer.....John P. Clay

WISCONSIN

WTMJ-TV

MILWAUKEE—1947—ABC-CBS
NBC-DuM

Channel: 3 VHF..AP: 10.2 Kw...VP: 16.1 Kw.
Owned-Oper. By.....The Journal Co.
Business-Trans. Address..720 E. Capitol Drive
Phone Number.....B'way 1-6000
News Service .....AP
Air Time.....16 hours daily
Representative.....Harrington, Righter & Parsons, Inc.
Membership .....NARTB
V.P. and Gen. Mgr. of Radio and TV, The Journal Co.....Walter J. Damm
Asst. Gen. Mgr.....R. G. Winnie
Station Mgr.....George Comte
Asst. Sta. Mgr.....George Nicoud
Res., Devel. Co-ordinator.....L. W. Herzog
Sales Mgr.....Neale V. Baake
Program Manager.....James Robertson
Mgr. Radio & TV Engng.....Phillip Laeser
News Editor.....Jack Krueger

•EXCLUSIVE!

ONLY WSAZ-TV CAN GIVE TO YOUR
CLIENTS *Exclusive* COVERAGE IN

103 COUNTIES OF

• WEST VIRGINIA
• OHIO
• KENTUCKY

MARKET DATA*
RETAIL SALES
$1,828,557,000
FAMILIES
812,000
EFF. BUYING INCOME
$2,873,118,000
*Sales Management — "Survey of Buying Power" 1952

CHANNEL 3
84,000 WATTS

WSAZ-TV

Represented by: THE KATZ AGENCY, INC.

HAWAII
U. S. TERRITORY

KGMB-TV
HONOLULU—1952—ABC-CBS-NBC

Channel: 9 VHF..AP: 17.4 Kw...VP: 34.8 Kw.
Owned-Operated By
Hawaiian Bcstg. Syst., Ltd.
Address .....1534 Kapiolani
Phone Number 9-0914
Air Time.....8 Hrs. Daily
News Service.....INS, UP
Representative.....Free & Peters
President.....J. Howard Worrall
General Manager.....C. Richard Evans
Asst. Gen. Mgr. Chg. Sales.....Wayne Kearl
Program Director.....Robert Costa
Promotion Director.....Faye Johnson
Dir. News & Spec. Events.....Robert Costa
Production Director.....Sheridan Reid
Publicity Dir.....Meg Thompson
Merchandising Dir.....Melvin B. Wright
Chief Engineer.....C. Richard Evans

KONA
HONOLULU—1952—DuM

Channel: 11 VHF..AP: 74 Kw...VP: 123 Kw.
Owned-Operated By.....Radio Honolulu, Ltd.
Address.....1071 Bishop St.
Phone Number 6-2366
Air Time.....5½ Hrs. Daily
News Service.....INS, UP
Representative.....Forjoe & Co.
Membership .....NARTB
President.....Walter H. Dillingham
General Manager.....George H. Bowles
Asst. Mgr., Prog. Dir.....William V. Ray
Nat'l Sales Dir.....Craig Maudsley
Local Sales Dir.....Bun Clapperton
Public Relations Dir.....Vic Rowland
Dir. News & Spec. Events....Webly Edwards
Film Mgr.....Margaret S. Bowles
Dir. of Remotes.....Young O. Kang
Dir. of Engineering.....Robert W. Clark

FOR LISTINGS OF
IMPORTANT
ADVERTISING AGENCIES
AND
PERSONNEL SEE PAGE 153

TV STATIONS IN LATIN AMERICA

COUNTRY	CITY	CALL LETTERS	CHANNEL	DATE
ARGENTINA	Buenos Aires	LR3-TV	7	Oct. 17, 1951
		LR1-TV	5	Under Const.
BRAZIL	Bello Horizonte		4	Under Const.
	Rio De Janeiro	PRF8-TV	6	Dec., 1951
	Sao Paulo	PRF3-TV	3	Sept. 18, 1950
	Sao Paulo	RT Paulista	5	Dec. 24, 1951
COLOMBIA	Bogota			Under Const.
CUBA	Havana	CMQ-TV	6	Dec. 14, 1950
		CMUR-TV	4	Oct. 24, 1950
		CMA-TV	2	April 1, 1952
			3	Under Const.
		CMBF-TV	7	Feb. 1, 1953
	Camaguey	CMQ-TV	6	Dec., 1951
	Holguin	CMQ-TV	5	Under Const.
	Matanzas	CMQ-TV	9	Jan. 25, 1952
	Pinar Del Rio	CMQ-TV		Under Const.
	Santa Clara	CMQ-TV	5	Jan. 1, 1952
	Santa Clara	CMUR-TV		Under Const.
	Santiago	CMQ-TV	2	Feb. 20, 1952
DOM. REPUBLIC	C. Trujillo	HIT-TV		Aug. 1, 1952
MEXICO	Acapulco		6	Under Const.
	Guadalajara		10	Under Const.
	Guadalajara		3	Under Const.
	Guanajuato		3	Under Const.
	Guanajuato		12	Under Const.
	Hermosillo		6	Under Const.
	Juarez		2	Under Const.
	Laredo		3	Under Const.
	Matamoros	XELD-TV	7	Sept., 1951
	Merida		4	Under Const.
	Mexicali		3	Under Const.
	Mexico City	XH-TV	4	Aug. 31, 1950
		XEW-TV	2	March, 1951
		XEQ-TV	9	Under Const.
		XEGC-TV	5	Aug., 1951
	Monterrey		6	Under Const.
	Monterrey		2	Under Const.
	Nogales		2	Under Const.
	Paso De Cortes	XEQ-TV	9	Under Const.
		XE-TV	7	Under Const.
	Rio Piedras		2	Under Const.
	Reynosa		9	Under Const.
	Tampico		6	Under Const.
			3	Under Const.
	Tijuana	XEAZ-TV	6	Mar. 1, 1953
	Torreon		3	Under Const.
	Vera Cruz		10	Under Const.
			12	Under Const.
URUGUAY	Montevideo			Under Const.
VENEZUELA	Caracaslan		4	Oct. 6, 1952
	Caracaslan	Venezuelan Gvt.	5	Under Const.
	Caracaslan		7	Under Const.

TV EXPANDS IN MEXICO

. . . *Leader Evaluates New Service*

By MIKE JABLONS
Special Correspondent, RADIO-TELEVISION DAILY

Mexico City—"Television will be operating in the black by the end of this year," declared Don Emilio Azcarraga during an interview held at his office in Mexico City's imposing new Televicentro. "We are building up set circulation and viewing audiences steadily and we hope to be able to revise our rate schedule by the end of the summer so that we may pass the break-even point sometime before the end of 1953," he added. The present rate structure at XEW-TV lists a half-hour of "A" time t 800 pesos, or about $100, plus a small additional facilities charge. However, lest Madison Avenue time-buyers hop the next plane for Mexico City, the rate is exactly double for shows produced outside the borders of the country. Thus a filmed or kined show produced in the States and shown down here on XEW-TV, plus being relayed across the country by XEQ-TV for the same time charge, will command a tariff of 1,600 pesos per half-hour. Even so, a half-hour of "A" time costing around $250 is an advertiser's dream buy in this thriving metropolis which already boasts 40,000 receivers.

AZCARRAGA

Don Emilio, "El Hombre Fuerte" of Mexico's radio and television industry, also revealed that he plans to inaugurate an "Art House Movie Theater" on TV both here in Mexico City on XEW-TV, and on his new outlet XETV, channel 6, in the Tijuana-San Diego area. The "Art House Movie Theater" will run important domestic and foreign feature-length movies.

"We plan to run this film feature after 10 o'clock in the evening," Don Emilio explained. "At that time the children will, or should be, in bed, and if these fine adult French, Italian, British, and Mexican films can be shown in theaters, there is no reason why people demanding good movies on television should not be able to see these pictures." Recently as an experiment, XEW-TV telecast the Italian movie hit, "Bitter Rice," and did not receive any unfavorable comment.

"The do a lot to help popularize the new medium," Don Emilio explained.

Station XEW-TV, channel 2, has its transmitter site atop Televicentro at Avenida Chapultepec 26 in the heart of Mexico City. The 320 foot TV tower resembling a miniature Eiffel Tower has rapidly become a landmark in the city; having a transmitter and tower atop the studio building results in considerable savings for Senor Azcarraga's television operation. Zoning and aviation regulations make this one of the few cities in the world where such tower construction is permissible.

But the transmitter site that would make the eyes of any U. S. TV broadcaster pop is that enjoyed by XEQ-TV, channel 9. XEQ-TV is Don Emilio's relay station to carry the programs of XEW-TV to the country outside of Mexico City. Exclusively a relay station—it picks up XEW-TV's signal via microwave relay—XEQ-TV originates no programs of its own. The XEQ-TV transmitter is situated in Paso Cortes, 14,500 feet high in Cortes Pass between the twin volcanos that have become the trade mark of Mexico, Popocatepetl and Ixtaccihuatl (try pronouncing that on your precocious ten-year-old). From this vantage point XEQ-TV retransmits XEW-TV's programs with a clear signal as far as the city of Vera Cruz, almost 300 miles away on the Gulf of Mexico.

NEW TV STATIONS SET FOR OPENING IN 1953

On this page, and the three pages following, we list geographically the television station organizations planning to begin operations in 1953, together with channel numbers and, where possible, date for start of broadcasting.

City	Call Letters	Licensee	Channel	Expected Date On The Air
		ALABAMA		
Birmingham	WSGN-TV	Birmingham News Co.	42	*
Birmingham	WJLN-TV	Johnston B'cg. Co.	48	*
Decatur		Tennessee Valley B'ctg. Co., Inc.	23	*
Gadsden	WTVS	Jacob A. Newborn, Jr.	21	May
Montgomery	WCOV-TV	Capitol B'cg. Co.	20	
		ARIZONA		
Mesa		Harkings Bcstg.	12	*
Tucson	KVOA-TV	Ariz. B'cg. Co.	4	
Tucson	KCNA-TV	Catalina B'cg. Co.	9	*
		ARKANSAS		
Ft. Smith	KFSA-TV	Southwestern Publ. Co.	22	May
Little Rock	KRTV	Little Rock Telecasters	17	*
Little Rock	KETV	Great Plains TV Properties	23	*
		CALIFORNIA		
Bakersfield	KAFY-TV	Bakersfield B'cg. Co.	29	April
Chico		Golden Empire B'ctg. Co.	12	*
Eureka	KIEM-TV	Redwood Bcstg. Co.	3	*
Los Angeles	KPIK	John Poole B'cg. Co.	22	August
Monterey		Monterey Radio-Tele Co.	8	*
Salinas		Salinas Bcstg. Corp.	8	*
Salinas	KICU-TV	Salinas-Monterey Tele. Co.	28	*
Santa Barbara	KEYT	Santa Barbara B'cg. & Tele. Corp.	3	October
San Bernardino	KITO-TV	KITO, Inc.	18	May
San Francisco		Lawrence A. Harvey	20	*
San Luis Obispo		The Valley Electric Co.	6	*
Stockton	KTVU	San Joaquin Telecasters	36	September
Yuba City		John Steventon	52	*
		COLORADO		
Colorado Springs	KRDO-TV	Pikes Peak B'cg. Co.	13	April
Denver	KDEN	Empire Coil Co.	26	April
Denver	KIRV	Mountain States Tele. Co.	20	*
Pueblo	KCSJ	Star B'cg. Co.	5	
Pueblo	KDZA-TV	Pueblo Radio Co.	3	*
		CONNECTICUT		
Bridgeport	WSJL	Harry Liftig	49	
New London	WNLC-TV	Thomas B'cg. Corp.	26	July
Waterbury	WATR-TV	WATR, Inc.	53	
		DELAWARE		
Dover		Rollins Bcstg., Inc.	40	*
		FLORIDA		
Ft. Lauderdale	WFTL-TV	Gore Publishing Co.	23	
Ft. Lauderdale	WITV	Gerico Investment Co.	17	
Fort Myers		Fort Myers Bcstg. Co.	11	*
Lakeland	WONN-TV	WONN-TV, Inc.	16	*
Panama City		J. D. Manley	7	*
Pensacola	WPFA	Southland Telecasters	15	June
St. Petersburg	WSUN-TV	City of St. Petersburg	38	May
West Palm Beach	WIRK-TV	WIRK-TV, Inc.	21	*
		GEORGIA		
Columbus		Television Columbus	28	*
Macon	WTVW	Macon Tele. Co.	47	*
Macon		Southeastern Bcstg. Co.	13	*
Rome	WROM-TV	Coosa Valley Radio Co.	9	*
Valdosta	WGOV-TV		37	*
		IDAHO		
Boise	KIDO-TV	KIDO-TV, Inc.	7	July
Boise	KTVI	Idaho B'cg. & Tele. Co.	9	Fall
Idaho Falls		Idaho Falls Television, Inc.	8	*
Idaho Falls		Idaho Radio Corp.	3	*
Nampa		Frank E. Hurt & Sons, Inc.	6	*
Pocatello		Eastern Idaho Bcstg. & Tele. Co.	10	*
Pocatello		Tribune-Journal Co., Inc.	6	*

*Information not available.

City	Call Letters	Licensee	Channel	Expected Date On The Air
		ILLINOIS		
Belleville	WTVI	Signal Hill Telecasting Corp.	54	May 15
Bloomington		Cecil W. Roberts	15	*
Champaign		Midwest Television, Inc.	3	*
Chicago	WHFC-TV	WHFC, Inc.	26	*
Danville	WDAN-TV	Northwestern Publishing Co.	24	December
Decatur	WTVP	Prairie Television Co.	17	July
Harrisburg		Turner-Farrar Assn.	22	*
Peoria	WTVH-TV	Hilltop B'cg. Co.	19	*
Rockford	WTVO	Winnebago Tele Corp.	39	
Springfield		Plains Television Co.	20	*
		INDIANA		
Lafayette	WFAM-TV	WFAM, Inc.	59	May
Marion		Chronicle Publishing Co.	29	*
Muncie	WLBC-TV	Tri-City Radio Corp.	49	
Princeton		Princeton Bestg. Co.	52	*
Davenport		Mel Foster-Harold Hoersch	36	*
		IOWA		
Ft. Dodge	KQTV	Northwest Television Co.	21	October
Sioux City	KWTV	Great Plains Television Properties	36	*
Sioux City	KVTV	Cowles Bestg. Co.	9	*
		KANSAS		
Hutchinson	KTVH	Hutchinson TV, Inc.	12	*
Pittsburg		Pittsburg Bestg. Co., Inc.	7	*
Wichita		C.W.C. Co.	16	*
		KENTUCKY		
Ashland	WPTV	Polan Industries	59	July
Henderson	WEHT	Ohio Valley Tele. Co.	50	*
Louisville	WLOU-TV	Robert W. Rounsaville	41	*
Louisville	WKLO-TV	Mid-America B'cg. Corp.	21	April
		LOUISIANA		
Baton Rouge		Modern Bestg. Co.	28	*
Baton Rouge	KHTV	Capital Television & B'cg. Co.	40	*
Lake Charles	KTAG	Southland Telecasters	25	June
Monroe	KNOE-TV	James A. Noe	8	April
Monroe	KFAZ	Delta Television	43	May
New Orleans		Supreme Bestg. Co.	61	
New Orleans		New Orleans Television Co.	20	*
		MAINE		
Portland		Portland Telecasting Corp.	53	*
		MARYLAND		
Baltimore	WITH-TV	WITH-TV, Inc.	60	*
Frederick	WFMD-TV	Monocacy B'cg. Co.	62	*
Salisbury		Peninsula Broadcasting Co.	16	*
Cambridge		Middlesex Bestg. Co.	56	*
		MASSACHUSETTS		
Fall River	WSEE-TV	New England Tele. Co.	46	May
Holyoke	WHYN-TV	Hampden-Hampshire Corp.	55	
New Bedford	WNBH-TV	E. Anthony & Sons	28	
North Adams		Greylock Bestg. Co.	74	*
Northampton		Regional Tele. Corp.	36	*
Springfield	WWLP	Springfield Tele. Bestg. Corp.	61	
		MICHIGAN		
Ann Arbor	WPAG	Washtenaw B'cg. Co.	20	April
Battle Creek	WBCK-TV	Michigan B'cg. Co.	58	August
Battle Creek	WBKZ-TV	Booth Radio & Tele. Stations	64	May
Benton Harbor		Palladium Publishing Co.	42	*
East Lansing	WKAR-TV	Michigan State Bd. of Agriculture	60	August
Flint	WTAC-TV	Trendle-Campbell B'cg. Corp.	16	
Flint	WCTV	Trans-America Television Corp.	28	*
Jackson	WIBM-TV	WIBM, Inc.	48	*
Kalamazoo	WKMI-TV	Howard D. Steere	36	*
Lansing	WILS-TV	Lansing B'cg. Co.	54	Fall
Muskegon	WTVM	Versluis Radio & Tele.	35	*
		MINNESOTA		
Duluth	WFTV	Great Plains Tele. Properties	38	
Rochester	KROC-TV	Southern Minn. B'cg. Co.	10	April
St. Cloud	WJON-TV	Granite City B'cg. Co.	7	May
St. Paul	WCOW-TV	WCOW Telecasting Co.	17	*
		MISSISSIPPI		
Meridian	WCOC-TV	Mississippi B'cg. Co.	30	*
Columbus		Birney Imes, Jr.	28	*
Gulfport	WGCM-TV	WGCM Television Corp.	56	
		MISSOURI		
Columbia	KOMU-TV	Curators of the Univ. of Mo.	8	July
Festus	KACY	Ozark Television Corp.	14	June
Hannibal		Courier-Post Publ. Co.	7	
Kansas City	KCTY	Empire Coil Co.	25	*
St. Joseph	KFEQ-TV	KFEQ, Inc.	2	April

*Information not available.

City	Call Letters	Licensee	Channel	Expected Date On The Air
St. Louis	KSTM-TV	Broadcast House	36	April
St. Louis		Missouri Bestg. Co.	42	
Sedalia		Milton J. Hinlein	6	*
Springfield	KYTV	Springfield Tele.	3	July
Springfield	KTTS-TV	Independent B'cg. Co.	10	May
		MONTANA		
Billings		Rudman-Hayutin Tele. Corp.	8	*
Billings	KOOK-TV	The Montana Network	2	*
Butte	KPOR-TV	Copper B'cg. Co.	4	*
Butte		Television Montana	6	*
Great Falls	KFBB-TV	Buttery Broadcast	5	*
Missoula		Mosby's, Inc.	15	*
		NEBRASKA		
Lincoln	KFOR-TV	Cornbelt B'cg. Corp.	10	April
		NEVADA		
Reno	KZTV	Nevada Radio-Television	8	
		NEW JERSEY		
Asbury Park	WCEE	Atlantic Video Corp	58	October
Atlantic City		Matta Enterprises	52	*
Albuquerque		New Mexico Bestg. Co.	13	*
Clovis		Telepolitan Bestg. Co.	12	*
		NEW MEXICO		
Roswell	KSWS-TV	John A. Barnett	8	*
Sante Fe		Greer & Greer	2	*
		NEW YORK		
Buffalo	WBES	Buffalo-Niagara TV Corp.	59	*
Buffalo	WBUF	Chautauqua B'cg. Corp.	17	April
Elmira	WTVE	Elmira Television	24	
Elmira		El-Cor Television, Inc.	18	*
Ithaca	WHCU-TV	Cornell Univ.	20	November
Jamestown	WJTN-TV	James B'cg. Co.	58	*
Kingston	WKNY-TV	Kingston B'cg. Corp.	66	*
Poughkeepsie	WEOK-TV	Mid-Hudson Bestrs.	21	December
Rochester		Veterans Bestg. Co., Inc.	10	*
Rochester	WHEC-TV	WHEC, Inc.	10	*
Watertown	WWNY-TV	Brockway Co.	48	*
		NORTH CAROLINA		
Charlotte		Inter-City Adv. Co. of Charlotte, Inc.	36	*
Durham		T. E. Allen & Sons, Inc.	46	*
Greensboro	WCOG-TV	Inter-city Adv. Co.	57	*
Greenville		Carolina Bestg. System, Inc.	9	*
Hendersonville		Radio Hendersonville	27	*
Mount Airy		Ralph D. Epperson	55	*
Raleigh	WETV	Sir Walter TV & B'cg. Co.	28	
Winston-Salem		Winston-Salem B'cg. Co.	26	*
		NORTH DAKOTA		
Bismarck		Meyer Broadcasting Co.	5	*
Bismarck		Rudman Television Co.	12	*
Fargo	WDAY-TV	WDAY, Inc.	6	*
Minot		Rudman Tele. Co.	10	
Minot	KCJB-TV	North Dakota Bestg. Co.	13	
		OHIO		
Akron	WAKR-TV	Summit Radio Corp.	49	April
Ashtabula	WICA-TV	WICA, Inc.	15	*
Dayton	WIFE	Skyland B'cg. Corp.	22	July
Lima	WLOK-TV	WLOK, Inc.	73	
Lima	WIMA-TV	NW Ohio B'cg Corp.	35	*
Massillon	WMAC-TV	Midwest TV Co.	23	April
Sandusky	WLEC-TV	Lake Erie B'cg Co.	42	December
Warren	WHHH-TV	Warren Tribune Radio Sta.	67	*
Youngstown	WUTV	Polan Industries	21	*
Zanesville	WHIZ-TV	Southeastern O. TV Syst.	50	April
		OKLAHOMA		
Oklahoma City	KLPR-TV	KLPR Television	19	
Oklahoma City		Okla. County Tele. & Bestg. Co.	25	
Tulsa		Eldred Beck	23	*
		OREGON		
Eugene		W. Gordon Allen	20	
Medford		South Oregon Bestg. Co.	5	*
Salem		Lawrence A. Harvey	24	July
		PENNSYLVANIA		
Bethlehem	WLEV-TV	Associated Bsctrs., Inc.	51	*
Chambersburg		Chambersburg Bestg. Co.	46	*
Easton	WGLV	Easton Publ. Co.	57	April
Harrisburg	WTPA	Harrisburg Bestrs., Inc.	71	*
Harrisburg	WHP-TV	WHP, Inc.	55	
Hazleton	WAZL-TV	Hazleton B'cg Co.	63	*
Johnstown		Rivoli Realty Co.	56	*
New Castle	WKST-TV	WKST, Inc.	45	

*Information not available.

★ ★ ★ NEW TV STATIONS SCHEDULED ★ ★ ★

City	Call Letters	Licensee	Channel	Expected Date On The Air
Philadelphia	WIP-TV	Penna B'cg Co.	29	*
Pittsburgh	WTVQ	J. Frank Gallaher, et al	47	*
Pittsburgh	WENS	Telecasting Co. of Pittsburgh	16	July
Pittsburgh	WKJF-TV	Agnes J. Reeves Greer	53	*
Reading	WEEU-TV	Hawley B'cg Co.	33	
Scranton	WTVU	Appalachian Co.	73	
Scranton		Union Bcstg. Co.	16	*
Scranton	WGBI-TV	Scranton B'cstrs., Inc.	22	
Wilkes-Barre	WILK-TV	Wyo. Valley B'cg Co.	34	April 1
Williamsport	WRAK-TV	WRAK, Inc.	36	*
York	WNOW-TV	Helm Coal Co.	49	April
		SOUTH CAROLINA		
Charleston	WCSC-TV	WCSC, Inc.	5	April
Columbia	WCOS-TV	Radio Columbia	25	
Columbia	WIS-TV	WIS-TV Corp.	10	
Columbia	WNOK-TV	Palmetto Radio Corp.	67	April
Greenville	WGVL	Greenville Tele Co.	23	*
		SOUTH DAKOTA		
Sioux Falls	KELO-TV	Midcontinent B'cg Co.	11	
		TENNESSEE		
Chattanooga	WOUC	Chattanooga T-V, Inc.	49	*
Chattanooga	WTVT	Tom Potter	43	*
Johnson City	WJHL-TV	WJHL, Inc.	11	*
Memphis	WHBQ-TV	Harding College	13	August
Amarillo	KFDA-TV	Amarillo Bcstg. Co.	10	*
		TEXAS		
Austin	KCTV	Capital City Tele Co.	18	*
Austin	KTVA	Tom Potter	24	July
Beaumont	KBMT	Television Bcstrs.	31	May
Dallas		Trinity Bcstg. Corp.	29	
Dallas		UHF Television Co.	23	*
El Paso	KEPO-TV	KEPO, Inc.	13	
Fort Worth		Tarrant County Television Co.	20	*
Galveston	KTVR	Rudman Tele Co.	41	*
Galveston	KGUL-TV	Gulf Tele Co.	11	
Houston		UHF Television Co.	23	*
Houston	KNUZ-TV	KNUZ Tele Co.	39	July
Longview		East Texas TV Co.	32	*
Lubbock	KLBD-TV	Bryant Radio & Tele	11	
Lufkin		Forest Capital Bcstg. Co.	9	*
McAllen		Texas State Network	20	
Midland		Permian Basin Tele. Co.	2	
San Angelo	KTXL-TV	Westex Tele Co.	8	*
San Angelo	KGKL-TV	KGKL, Inc.	3	*
Sherman		Sherman Television Co.	46	*
Temple	KCEN-TV	Bell Publ. Co.	6	*
Texarkana	KCMC-TV	KCMC, Inc.	6	*
Tyler	KETX	Jacob A. Newborn, Jr.	19	
Waco	KANG-TV	Central Texas Tele Co.	34	June
Wichita Falls	KTVW	White Tele Co.	22	April
		VIRGINIA		
Charlottesville	WCHV-TV	Barham & Barham	64	*
Danville	WBTM-TV	Piedmont B'cg Corp.	24	*
Harrisonburg		Shenandoah Valley Bcstg. Corp.	3	*
Lynchburg	WWOD-TV	Old Dominion B'cg Corp.	16	*
Newport News	WHYU-TV	Eastern B'cg Corp.	33	*
Norfolk		Peninsula B'cg Corp.	15	*
		WASHINGTON		
Bellingham	KVOS-TV	KVOS, Inc.	12	May
Tacoma	KMO-TV	KMO, Inc.	13	May
Yakima	KIMA-TV	Cascade B'cg Co.	29	
Yakima	KIT-TV	KIT, Inc.	23	August
		WEST VIRGINIA		
Charleston		Joe L. Smith, Jr., Inc.	49	*
Parkersburg		West Va. Enterprises	15	
Wheeling		Polan Industries	51	
		WISCONSIN		
Beloit	WGEZ-TV	Beloit Bcstg. Co.	57	
Eau Claire		Central Bcstg. Co.	13	*
Green Bay	WBAY-TV	Norbertine Fathers	2	*
Madison	WKOW-TV	Monona B'cg Co.	27	July
Madison	WMTV	Bartell Tele. Corp.	33	*
Milwaukee	WCAN-TV	Midwest B'cg Co.	25	*
Neenah	WNAM-TV	Neenah-Menasha B'cg Co.	42	Autumn
Oshkosh	WOSH-TV	Oshkosh B'cg Co.	48	April
		WYOMING		
Cheyenne	WFBC-TV	Frontier B'cg Co.	5	*
		PUERTO RICO		
San Juan	WKAQ-TV	El Mundo B'cg Corp.	2	1954

*Information not available.

PERFECT TV PRODUCTION REQUIRES

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JU 2-3970

TV FILM PRODUCERS AND DISTRIBUTORS

Personnel

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Phone Numbers

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Addresses

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Services

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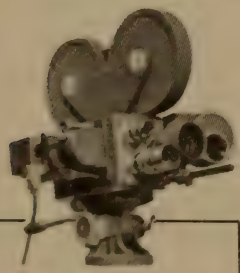
"Movies, records and radio have brought our story to the public thousands and thousands of times, "says Founder-Director Herbert Huffman, "Now we want a record of our own, so we bought the finest camera we could find, the Maurer '16'."



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Pres. & Dir. of Pro.....Bernard Howard
Services Offered—Producer of films for television—commercials and shows: Complete planning, writing, producing and directing of all kinds of motion pictures; industrial and educational films: animations; TV consultant to agencies.

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Advance Film Productions, Inc.

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6873
President.....Chas. A. Alicoate
Executive Vice-President Chg. of Production.....Wm. E. Wild
Services Offered—Producer of films for television, commercials and shows: Complete planning, writing and production, fully equipped. Projection theaters, Cutting Rooms, Stock shot library.

•

A. F. Films, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 7-2850
President .....Nicolas Bongard
Director .....Rosalind Kossoff
Services Offered — Distribution of short films internationally produced. TV films for distribution in U. S. and Canada.

•

Aladdin Television Productions, Inc.

165 N. La Brea Ave., Los Angeles 36, Cal.
Phone: Webster 3-9437
President.....Harry M. Popkin
V.P., Assoc. Producer.....Julius F. Tuchler
Secretary.....Kenneth N. Chantry
Treasurer.....Jack Y. Berman
Producer .....Harold Helvenston
Director.....Erle C. Kenton
Production Mgr.....William Persons
Services Offered — Producer of films in series form for TV.

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Alexander Film Co.

3200 N. Nevada Ave., Colorado Springs, Colo.
Phone: MAin 4200
President.....J. Don Alexander
V.P. in Chg. Prod.....Don M. Alexander
V.P.....Don Alexander, Jr.
Sec'y-Treas.....E. B. Foster
V.P. in Chg. Sales.....M. J. McInaney
Production Mgr.....James Anderson
Dir. Advtg., Pub. Rel.....R. H. Geddy
Services Offered—Producer of TV commercials.

•

All-Scope Pictures, Inc.

7525 Beverly Blvd., Hollywood 36, Calif.
Phone: WYoming 1128
President.....Gordon S. Mitchell
Vice-President.....C. D. Owens
Secretary-Treasurer.....L. B. Mitchell
Chairman of Bd.....Gordon S. Mitchell
Services Offered—Producer of sponsored films education, advertising and TV. Also specialize in one minute and 20 second spot commercials for TV. Have very fine animation department.

•

Allegro Pictures, Inc.

4238 Mammoth Ave., Sherman Oaks, Cal.
Phone: STate 9-4952
Pres., Exec. Producer.....William Lava
Services Offered—Platter films; 3 min. silent sketches for use with recordings supplied by station disc jockeys. Classified: Planned series of one-half hour dramatic films based on true stories behind the want-ads.

•

Allen & Allen Productions

3947 W. 59 Place, Los Angeles 43, Calif.
Phone: AX 3-3314
Directing Mgr.....George E. Allen
Services Offered—TV package programs.

•

American Film Co.

1329 Vine St., Philadelphia 7, Pa.
Phone: WAlnut 2-1800
Mgr. .....Ben Harris
Services Offered—Serving 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. Also handle any form of advertising.

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Executive Producers.....Robert Gross, Lawrence A. Glesnes
Production Control....Sheldon Abromowitz
Editorial Chief.....Robert C. Jacques
Photography Supervisor.....J. C. Townsend
Animation Supervisor.....Al Stahl
Services Offered—Sponsored motion picture films and slide films for theatres, television, education, training, etc. Color or

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President .....Al Stahl
Vice-President .....Irwin Stahl
V.P. in Chg. Sales.....Otto Sutter
V.P. in Chg. Production.....Edwin Rehberg

Services Offered—Complete motion picture production service—live action—animation—film illusions. Producer of television film commercials, television shows, cartoons, training, industrial and public relations motion pictures, 35mm and 16mm, black and white, or color.

Evan J. Anton Productions, Ltd.

60 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-0118

President.....Evan J. Anton
Vice-Pres. .....Vera Kay

Services Offered—Producers of industrial and documentary films and slides, TV commericals and spots.

Leonard Anderson

115 W. 45th St., New York, N. Y.
Phone: PLaza 7-4162

Services Offered—Motion pictures, production planning, supervision, direction, film editing, complete facilities, personal service.

Arrow Productions, Inc.

7324 Santa Monica Blvd., Los Angeles 46, Cal.
Phone: HIllside 3118
N. Y. Phone: LOngacre 3-4180

Exec. Producer.....Leon Fromkess
Producer .....Rudolph Flothow
V.P., Gen. Sales Mgr.....Arthur Sachson

Services Offered: produce, distribute half-hour TV dramas—"Ramar of the Jungle" series.

Argyle Television Films, Inc.

60 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-4347

President.....Louis Goldstein
Vice President.....Bob Seidelman
Treasurer.....Jerome S. Hines

Services Offered—Quality feature films, including "Night Train," "Young Mister Pitt," "Shipyard Sally," "A Girl Must Live," "The Girl In The News," "Kipps," "Inspector Hornleigh," and others.

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Phone: MUrray Hill 5-8573

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MORT SACKETT, Pres.
723 SEVENTH AVENUE NEW YORK 19, N.Y. Circle 5-6456

President.....J. R. Bingham
Treasurer.....A. L. Fredrick
Director Adv. & Prom.....Robert Finehout

Services Offered—National distributors of industrial, educational, entertainment, religious and television films; library of 1,400 films, including 130 industrial (free-loan) films, 35 of which are cleared for TV use. Four regional libraries are maintained in Ridgefield, N. J., Chicago, San Francisco and Dallas.

•

Astor Pictures Corp.

130 W. 46th St., New York 36, N. Y.
Phone: LUxemburg 2-1287

Pres.-Treas.....Robert M. Savini
Exec. V.P.....Jacques Kopfstein
Secretary .....Fred Bellin
Adv. Mgr.....Cy Eichman
Comptroller .....Anthony Tarrell

Services Offered—Producer and distributor of films for TV.

•

Atlantic Television Corp.

130 W. 46th St., New York 36, N. Y.
Phone: LUxemburg 2-1287

President.....R. M. Savini
Exec. V.P., Sls. Mgr.....Jacques Kopfstein

Services Offered—Producer and distributor of features and short subjects.

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
Phone: AUstin 7-8620

Vice-Pres. & Gen. Mgr.....L. P. Mominee
V.-P. Chg. Sales.....Edward Schager
V.-P. Chg. Adv. & Prom..Frederick K. Barber
V.P. & Dir. of TV.....Norman C. Lindquist
V.P., Prod. Mgr.....Albert S. Bradish

Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms —in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs. Laboratory and editing services.

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Atlas Television Corp.

15 West 44th St., New York, N. Y.
Phone: MU 7-5535

President.....Henry Brown
Dir. of Sales.....Pete Rodgers
Film Director.....Joe M. Wolff
Booker.....Jean Thomson

Services Offered — American and British features; half- and full-hour Westerns; Comedy shorts; one hour comedy programs; an extensive library of comedy and musical vignettes, 3-5 minutes.

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Phone: MUrray 7226
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Vice Pres.....Gladys Glad Gottlieb
Asst. to Pres.....Murray Briskin
Sales Dir.....Walter Allaby
Sec'y-Treas. .....Clem Williams
Services Offered—Producers of films for TV.

•

Audio Productions, Inc.

630 Ninth Ave., New York 36, N. Y.
Phone: COlumbus 5-6771
President.....Frank M. Speidell
Vice Pres.....Herman Roessle
Treas.....Lawrence W. Fox, Jr.
Sec'y.....Peter J. Mooney
Services Offered—Producer of TV commercials.

•

Bailey Films, Inc.

6509 De Longpre Ave., Hollywood 28, Calif.
Phone: HIllside 7949
President.....Albert R. Bailey
Vice-President.....Delmar F. Hancock
Secretary-Treasurer.....Virginia B. Ryder
Services Offered—Three dimensional animation and live action shorts, educational motion pictures, advertising films, and special television subjects.

•

Tom Bailey Productions, Inc.

722 North Fourth Ave., Tucson, Arizona
Phone: 21907
Pres., Exec. Producer.....Tom Bailey
Vice-President.....William Freytag
Secretary.....Jay Fuller
Treasurer.....Paul M. Arend, Jr.
Associate Producer.....Walter Kimmell
Dir. of Photography.....Albert Runkle
Services Offered—Distributing full-length, new to TV, features. Series of 13 outstanding Australian films. For commercials: will film Southern Arizona backgrounds, color or black-white, 16 or 35mm.
Productions—"The Sagebrush Kids," in production in Tucson. Thirteen ready this summer for Fall programming. Slanted at important 7 to 15 age groups.

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Phone: Webster 7126

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Story, Narration, Research..Cheri Le Blanch
Narrator .....Perry King

Services Offered—TV pictures made to order. TV subjects for sponsors, rent and outright sale.

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1040 North Las Palmas, Los Angeles 38, Cal.
Phone: Granite 3111

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Exec. Producer.....Richard L. Morley
Vice-President (prod.).....Val I. Lindberg

Services Offered—Producers of: Entertainment—TV films, series and otherwise. Documentary-commercials and industrials.

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William Boyd Prod., Inc.

8901 Wilshire Blvd., Beverly Hills, Cal.
Phone: CRestview 4-5248

Pres., Exec. Producer.....William Boyd
Vice Pres.....Robert Stabler
Sec'y-Treas. .....Marguerite Cherry
Production Mgr.....Glenn Cook

Services Offered—Producer of westerns for TV.

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The Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.
Phones: CIrcle 5-4582-3

President.....J. R. Bray
Vice-Pres. & Secy.....Paul A. Bray
Treasurer .....M. Bray
Director.....L. G. Lambert
Film Distribution Mgr.....B. D. Hess

Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons. Owns extensive library and films available for TV. Films on health, hygiene, physiology and aeronautics.

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Al Buffington Productions

6711 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-8367

Sales & Program Mgr...Albert B. Buffington
Staging Mgr.....Milford Capman
Script Editor.....Donna Kellogg

Services Offered—Live package show, both national and local, AM and TV. Filming of commercial film for TV. Making of radio transcriptions.

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President.....William F. Broidy
V.P. & Sec'y.....Edward J. Kay
Assoc. of Pres.....Wesley Barry
Mgr. Pub. Rel.....J. L. Kaufman

Services Offered—Full TV film production, including studio facilities, crew and executive personnel. Studios for rental. Package shows.

Productions—"Wild Bill Hickok," "Phamtom Pirate," "Case History."

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British Information Services —Film Division (Agency of the British Government)

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 6-5100

Director .....Charles Dand
Distribution Mgr.....Lester Schoenfeld
Radio Officer.....Jack Aistrop

Services Offered—Official distributor in the United States of films produced by the British Government.

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Calhoun Studios

266 East 78th St., New York 21, N. Y.
Phone: RE 4-8017

Director of Photography.....Brian Calhoun
Producer-Director.....William S. Kent
Sound Engineer.....Howard Kaiser
Talent and Scripts.....Robert K. Adams
Art Director.....Larry Hotcaveg
Film Editor.....Lottie Schaler
Sales Manager.....William Hyer
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Services Offered—Aid conditioned, soundproofed and completely equipped for the production of 16mm and 35mm motion pictures for Television, Industry, Education and Entertainment.

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Campus Film Productions

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Phone: TR 5-6296-7-8

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Services Offered—Film production under contract for clients specific use.

Productions—"That The Deaf May Speak"—Lexington School for the Deaf, "A Brighter Day"—Industrial Home for the Blind, "A Thought For Your Pennies"—Greater N. Y. Fund, "The Story Of An Enterprise"—Bunge Corp.

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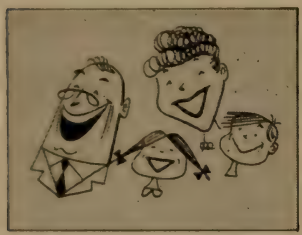

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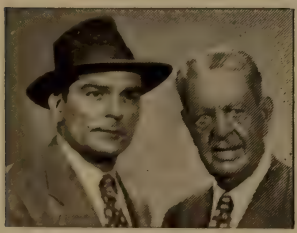

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V.P. (Akron Office).....Ernest D. Nathan
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Services Offered—Industrial and TV films to order.

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8611 Sunset Blvd., Hollywood 46, Cal.
Co-owners and producers: Robert L. Cashy and Milton L. Cashy
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Supervising Editor.....Stuart O'Brien
Services Offered—Producers of films for TV.

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Operations Director.....Fred J. Mahlstedt
Gen. Sales Mgr.....Wilbur S. Edwards
Prom. Mdsg. Mgr.....Walter A. Scanlon
Branch Offices
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Phone: WH 4-6000
Exec. in Charge.....Charles Reeves
63 S. Main St., Memphis, Tenn.
Phone: 37-8612
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Gen. Mgr.....Quentin Gulliver
6711 Sunset Blvd., Hollywood 28, Cal.
Phone: GLadstone 6342
Manager .....Joseph Mansfield
Asst. Manager.....Glenn Taylor
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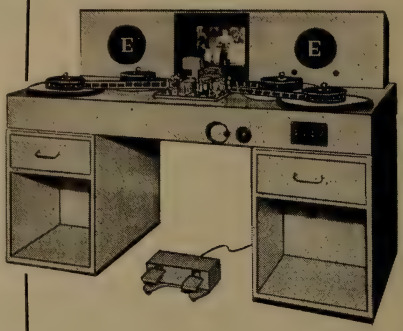

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Cineffects, Inc.

115 W. 45 St., New York 36, N. Y.
Phone: CIrcle 6-0951

President .....Nathan Sobel
Secretary-Treasurer .....Isaac Hecht

Services Offered—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome.

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106 West End Ave., New York 23, N. Y.
Phone: TRafalgar 3-1411

President .....Joseph Seiden
Camera Department.....Harold H. Seiden
Sound Department.....Herbert C. Bloom
Set Design.....James Pratt
Sales .....Phillip Feld

Services Offered—Producers of general entertainment, documentary programs and spot commercials for TV.

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Cavalier Productions, Inc.

9119 Sunset Blvd., Hollywood 46, Calif.
Phone: Crestview 6-4174

Executive Producer .....Robert Young
Executive Producer .....Eugene B. Rodney
Executive Producer .....Ben Bisgier

Services Offered—TV package producers.

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42-45 160th St., Flushing, N. Y.
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President .....George L. George

Services Offered—Industrial, documentary, theatrical and TV films to order.

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Cinemart International Corp.

332 E. 44th St., New York 17, N. Y.
Phone: ORegon 9-4430

President .....Varian Fry
Vice Pres.....Walter T. Colquitt
Sales Mgr.....Julius P. Witmark, Jr.
Producer-writer.....Louis F. Gittler
Director-Editor .....William Kryiakys

Services Offered — Producers of commercials, program films and documentaries.

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Now in 3rd year of production of

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Cine-Tele Productions

1161 No. Highland Ave., Hollywood 38, Calif.
Phone: Hillside 7475

Executive Producer .....Harry J. Lehman
Secretary .....Jacques R. Lehman
Cameraman .....Jesse Davis
Script Writer.....Betty Doyle

•

Cineque Colorfilm Labs, Inc.

424 E. 89th St., New York, N. Y.
Phone: SAcramento 2-5837

President .....Sam Marcus

Services Offered—Creators and producers of slides, slide films, color or black and white. Processing, supplicating, 16 and 35mm film—color prints—color transparencies—originals shot or duplicated.

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Bob Clampett

704 No. Bronson Ave., Hollywood 38, Calif.
Phone: GRanite 6144

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General Manager.....D. J. Nocerine

Services Offered—Produce five 15-minute films per week syndicated nationally through Paramount Television Productions, Inc.

Productions: "Time for Beany."

Clune Studios Co.
Werner Janssen Productions, Inc.

5358 Melrose, Hollywood 38, Calif.
Phone: HO 9-6291

Pres., and Chairman of the Board....Mrs. Dorothy Clune Murray
Executive Director.....Werner Janssen
National Sales Director..Linwood P. Beacom

Services Offered — Producing films for Television, Educational and Religious fields.

Productions — "They Heard the Angels Sing," "Magic Fire Spell," "Story of the Metronome," "Why We Believe in God."

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Phone: STate 2-7316

Dir. of Prod. Service.....Henry Ushijima
Supervising Editor.....Roy Robert Luce

Services Offered—16mm film production and laboratory services. Research and script, photography, processing, edge-numbered work prints, editing and conforming, sound recording, re-recording titling, animation, printing.

Film **Live**

Producer

Editor

Commentator

TV & Radio

Industrial Exploitation

Sales Promotion

Ed Thorgersen

245 West 55th St.
New York 19, N. Y.
Tel. CIrcle 6-8935

"From Program Design to Finished Package"

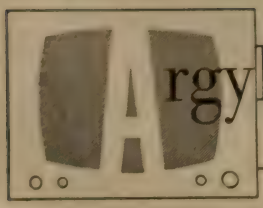
ARGYLE'S 39 GREAT NEW FEATURES HAVE *EVERYTHING!*

MICHAEL REDGRAVE · PHYLLIS CALVERT
DIANA WYNARD · MICHAEL WILDING
IN
H. G. WELLS'
KIPPS
DIRECTED BY CAROL REED

MARGARET LOCKWOOD · REX HARRISON · PAUL HENREID
STARRING IN
NIGHT TRAIN
DIRECTED BY CAROL REED

ROBERT DONAT · ROBERT MORLEY
PHYLLIS CALVERT · JOHN MILLS
IN
The **YOUNG MR. PITT**
DIRECTED BY CAROL REED

WE'RE GOING TO BE RICH
STARRING
GRACIE FIELDS · BRIAN DONLEVY
VICTOR McLAGLEN



Argyle Television Films, inc.
60 west 46th street, new york 36, n. y. CIrcle 6-4347

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6456

President.....Mortimer D. Sackett
Treasurer .....S. Sackett
Secretary .....A. Goldstein

Services Offered—TV producers and distributors.

•

Compagnie Francaise De Films

73 Champs Elysees, Paris
Phone: Elysees 21-30

President .....A. Tinchant
TV Advisor.....Val Williams

Services Offered—Production and packaging of TV shows made in France for agencies and shows.

•

Commodore Productions and Artists, Inc.

971 N. La Cienega, Hollywood 46, Cal.
Phone: HOllywood 9-8229

Pres., Exec. Prod.....Walter White, Jr.
Assoc. Producer.....William C. Heath
Production Mgr.....Vernon Keays
Coordinator .....Eleanor Payne
Casting Director.....Miriam Powers
Film Editor...Robert Warwick, Jr. (A.C.E.)
Art Director.....James Sullivan

Services Offered: Hopalong Cassidy—104 episodes transcribed open-end for radio ½ hr.; The Clyde Beatty Show, Radio, transcribed open end shows ½ hr.: TV, 13 ½ hr. films in color; "Strolling Tom" 156 15-min. episodes; "Down Our Way" 26 30-min. episodes.

•

Consolidated Television Sales

Sunset at Van Ness, Hollywood 28, Calif.
Phone: HOllywood 9-6369
N. Y. Phone: MUrray Hill 6-7543

General Mgr.....Peter M. Robeck
Eastern Sales Mgr.....Halsey V. Barrett
Advertising, Prom. Mgr.....John M. Asher
Mid-West Sales Mgr.....Stuart V. Dawson
Southern Sales Mgr.....Richard P. Buch

Services Offered—National distribution and sale of television films.

Productions — "Front Page Detective," "Public Prosecutor," "Crusader Rabbit," "Hollywood Half Hour," "Television Close-ups" and others.

•

Frank Cooper Associates Agency

7225 Hollywood Blvd., Los Angeles 46, Calif.
Phones: HOllywood 9-3737; HIllside 2297

TITLES · OPTICAL EFFECTS

35 mm & 16 mm MOTION PICTURES
and
TELEVISION

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FADES · LAP DISSOLVES · INSERTS · MATTE SHOTS · MINIATURES · TRICK SHOTS

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(1½ BLOCKS EAST OF VERMONT, Opp. L. A. City College)

OLympia 8436 **NOrmandy 7838**

521 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-5661-2
Owner .....Frank Cooper
V.P., Chg. N. Y. Office.....Sy Fischer
Mgr. Hollywood Office.....Martin Sperber
Exec. Sec'y.....Gloria Farrier
Services Offered—Personal management of talent and writers as well as the production of radio and television shows.
Productions — "Hail the Champ," "Man Against Crime," "First Nighter," "The Chase," "Wanted by Washington," "Strike It Rich."

●

Tom J. Corradine & Associates

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HU 2-4448
N. Y. Phone: LUx. 2-1287
President .....Tom Corradine
Vice President.....Lyle Clark
Services Offered—Service Television stations and agencies with all types of film programming. Library includes: Features, westerns, half hour and fifteen minute shows produced especially for TV.

●

Courneya Productions

1566 North Gordon, Hollywood, Calif.
Phone: Granite 5920
Owner-Producer .....Jerry Courneya
Production Mgr.....James Fleming
Scripts .....Bob Bennett
Editor (Film).....Stuart Frye
Services Offered—Novelty, Sport, Comedy, Short Subjects, Sponsor Tailored Films and Commercials.

●

Clayton W. Cousens Prods.

333 W. 78th St., New York 24, N. Y.
Phone: TRafalgar 3-5870
President.....Clayton W. Cousens
Production Dir.....Ralph Porter
Services Offered—Producers of TV fashion shows and commercials.

●

Cornell Film Co.

1501 Broadway, New York 36, N. Y.
Phone: WIsconsin 7-6650
President.....J. Milton Salzburg
V.P., Sales Mgr.....David B. Dash
Adv. Mgr., Asst. Sls. Mgr.....S. J. Krumholz
Services Offered—Producers and distributors of features and shorts.

●

Bing Crosby Enterprises, Inc.

9028 Sunset Blvd., Los Angeles 46, Calif.
Phone: Crestview 1-1171
N. Y. Phone: PLaza 7-2277

FRANK FERRIN

Producer of

"SMILIN' ED'S GANG"

11:30 A.M., EST. — CBS-TV

WITH ONE OF THE HIGHEST
DAYTIME RATINGS IN TELEVISION

and

ABC RADIO NETWORK
BOTH FOR BROWN SHOE CO.

AGENCY: Leo Burnett Co., Inc.

President.....Everett N. Crosby
Vice President.....John O'Melveny
Vice President-Secretary..Todd W. Johnson
Exec. V.P.....Basil F. Grillo
V.P. Chg. Sales.....Charles B. Brown
Treasurer-Controller.....Homer O. Duerr
Services Offered—Development of program ideas for film and actual completion from idea to film production.

•

Crown Cinema Corporation

270 Park Avenue, New York 17, N. Y.
Phone: MU 8-6345
President .....James Hsu
Treasurer-Secretary .....Freeman Koo
Assistant Secretary.....Samuel E. Grant

•

Crystal Pictures, Inc.

1564 Broadway, New York 36, N. Y.
Phone: PLaza 7-5130
President .....Melvin M. Hirsh
Services Offered—Distributor of features, western, dramas and travelogues. Now in production several packages consisting of groups of half-hour programs.

Shamus Culhane Productions

207 East 37th St., New York 16, N. Y.
Phone: MUrray Hill 2-8243
President .....Shamus Culhane
Vice-President .....Morris Coppersmith
Sec. & Treas.....Maxine Marx
Services Offered—complete production of animated and live-action motion pictures and slide-films. Television commercials and industrial films also in black and white and color. Permanent staff includes producers, directors, animators, editors, creative writers, and production designers and cameramen.

•

Gordon M. Day Prods.

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595
Writer-Composer.....Gordon M. Day
Director, Producer.....Carol Bulkley
Production Mgr.....Edith Adelson
Treas. .....Leo Reich
Services Offered—Producers and jingles and spots.

•

D. P. M. Productions, Inc.

62 W. 45th St., New York 36, N. Y.
Phone: MU 2-0040
President.....Dorothy P. Maulsby

NOW AVAILABLE FOR TELEVISION
TV MOVIE CLUB INC.
MOVIE TV CLUB
26 HALF-HOUR SHOWS ON FILM
ESPECIALLY PREPARED FOR THE
PRE-TEEN AGE MARKET
ADVENTURE
MYSTERY
CARTOON
EDUCATIONAL
1501 BROADWAY • NEW YORK 36, N. Y. • BRYANT 9-6734

De Frenes Co.

1909 Buttonwood St., Philadelphia 30, Pa.
Phone: RIttenhouse 6-1686
Pres., Gen. Mgr.....Joseph De Frenes
Services Offered—Production of 16mm. & 35mm. films, black & white, color.

●

Demby Productions, Inc.

34 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-2495
President .....Emanuel Demby
Vice Pres.....Mildred Demby
Prog. Supervisor.....Monroe Werthman
Acct. Supervisor.....Hunter W. Smith
Film Editor.....Myron L. Broun
Services Offered—Production of live and filmed TV shows and commercials.

●

Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7621
Services Offered—Complete commercial and TV film, slidefilm and slide production, including art, writing, visualizing, animation, location and studio shooting.

●

Desilu Productions, Inc.

Business Office:
7046 Hollywood Blvd., Hollywood, Calif.
Phone: HOllywood 9-2281
President .....Desi Arnaz
Vice-President .....Lucille Ball
Exec. V.P.....Martin Leeds
Secretary-Treasurer.....Andrew G. Hickox
Representative.....Don W. Sharpe
Publicity .....Ken Morgan
Services Offered—Complete production facilities from script to final editing.

●

Sherman H. Dryer Productions

667 Madison Ave., New York 22, N. Y.
Phone: TEmpleton 8-7827
President.....Sherman H. Dryer
Services Offered—TV programs, talent, scripts.

●

Dudley TV Corp.

9908 Santa Monica, Beverly Hills, Calif.,
Phone: CR 1-7258
501 Madison Ave., New York, N. Y.
Phone: EL 5-1076
President .....Carl Dudley
Exec. Vice-Pres.....Don McNamara
Studio Mgr.....Gene Barnes
Services Offered—Producers of theatrical, commercial television and educational short subjects.

CINEMA RESEARCH

Optical Printing

16 MM Animation • Titles 35 MM

COLOR—BLACK & WHITE

7000 ROMAINE Hollywood 38, California

Phone — HUDSON 2-7464

Du Mont Television Network-Film (Syndication Dept.)

515 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 2-2600

Co-ordinator.....Donald A. Stewart
Sales Manager.....Herbert H. Jacobs
Asst. to Co-ordinator.Merriman H. Holtz, Jr.

Services Offered—Distributor and syndicator of features and TV series.

●

Dynamic Films, Inc.

112 West 89th St., New York 24, N. Y.
Phone: TR 3-6221

President .....Henry Morley
Treas., Ch. of Board.....Nathan Zucker
Production Manager.....Carson Davidson
Editorial Chief.....Luke Bennett
Sound Engineer.....John DeBlau
Public Relations.....Lee R. Bobker

Services Offered—Complete motion picture production and recording facilities for commercials and programming. Animation department. Dynamicam multi-camera production in 16 mm and 35mm. Mobile sound and camera units for location production.

Educational Films Corp.

1501 Broadway, New York 18, N. Y.
Phone: PEnnsylvania 6-1780

President.....Earl W. Hammons
General Manager.....Glen Lambert
Vice-Pres. in chg. Sales.....Roy McCune
TV Script.....Henry Marcuse

Services Offered—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

●

Dougfair Corp.

666 N. Robertson Blvd., Los Angeles 46, Cal.
President.....Douglas Fairbanks, Jr.
V.P., Sec'y, and
Exec. Producer..H. Alexander MacDonald
V.P., Treas.....Fred Hoar
Producer .....Warren Lewis

Services Offered—Producer of TV series.

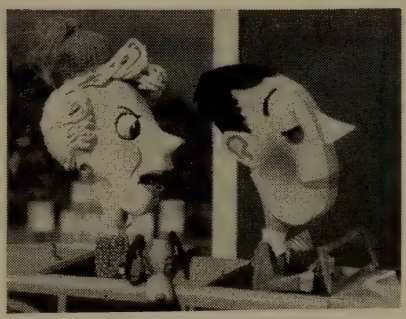
●

Peter Elgar Productions, Inc.

18 E. 53rd St., New York, N. Y.
Phone: MU 8-5626

President .....Peter Elgar
Vice Pres.....Julius Edelman
Treasurer.....Mrs. Dorothy Elgar
Corp. Sec'y.....Jeanne Osen Remusat

MEET NE OF OUR SALESMEN*



*Commercial for CITIES SERVICE

WILBUR STREECH PRODUCTIONS
1697 Broadway, New York 19, JUdson 2-3816

TV FILMS

Services Offered — Producers of documentaries and films for television.

•

Endorsements, Inc. (TV)

500 Fifth Ave., New York 36, N. Y.
Phone: Chickering 4-7257
9172 Sunset Blvd., Hollywood 46, Calif.
Phone: Crestview 6-1272

President .....Jules Alberti
Vice-Pres. .....Dr. Harold S. Wadro
Sec.-Treas. .....Hazel F. McCabe
Chg. Prod.....F. Richard Mansfield
Mgr., Chicago.....L. Perrigo
Mgr., Hollywood.....Bob Kaufman

Services Offered—Endorsements and testimonials live and film for TV.

•

Excelsior Pictures Corp.

1564 Broadway, New York 36, N. Y.
Phone: CIrcle 5-6157

President .....Walter Bibo

Services Offered—Rent various features and shorts.

•

Explorers Pictures Corp.

1501 Broadway, New York, N. Y.
Phone: LO 4-5592

Pres.-Gen. Sales Mgr.....Jules B. Weill
Asst. Sales Mgr.....Murray M. Kaplan

Services Offered—Motion picture films for TV, feature and half hour length.

Fair Deal Motion Picture Ser.

2040 Chatterton Ave., New York 61, N. Y.
Phone: TAlmadge 9-6728

Owner & President.....Louis D. Colson

Services Offered—We offer package film shows for TV use.

•

Jerry Fairbanks, Inc.

6052 Sunset Blvd., Hollywood 28, Calif.
Phone: HUdson 2-1101

Pres., Exec. Producer.....Jerry Fairbanks
V.P. Chg. of Studio Operations....Sid Rogell
V.P. Gen. Sales Mgr.....B. N. Darling
Production Manager.....Raoul Pagel
Director, Sound Dept....Lawrence Aicholtz
Director, Animation Dept.....Manny Gould

Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

•

Federal Telefilms, Inc.

1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: GR-5111
N. Y. Phone: MUrray Hill 8-0940

President.....William (Buster) Collier
Vice President.....Harry Joe Brown
Member Bd. of Dir.....Randolph Scott

Lalley and Love, Inc.

film spots and programs

3 EAST 57th STREET
NEW YORK 22, N. Y.

ELDORADO 5-1382-3

Paul J. Fennell Co.

404 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: CRestview 6-0847
40 E. 40 Street, New York 16, N. Y.
N. Y. Phone: LExington 2-2384

President-Producer.....Paul J. Fennell
V.P. Chg. Eastern Operations.....M. R. "Mickey" Dubin
V.P.-Tech. Dir.....John E. Burks
Writer-Art Dir.....Donald B. Driscoll
Secretary-Treasurer.....J. P. Shirley, Jr.

Services Offered—Producers of Public Relations, training and commercial films; live action and animation; specializing in animated cartoons.

•

Filmack Corp.

1327 S. Wabash Ave., Chicago 5, Ill.
Phone: HArrison 7-3395

President .....Irving Mack
Vice-President .....Joe Mack
Secretary .....Bernard Mack
Treasurer TV Sales.....Don Mack
TV Production.....Pat Cascio

Services Offered — Film studio complete with art department, camera room, sound studio and laboratory. Fully equipped to produce the world's best TV commercials at a practical price.

Producers of
Commercial, Industrial
and Television
Motion Pictures

van praag
productions

1600 BROADWAY
NEW YORK 19, N. Y.
PLaza 7-2857-2687-2688

Filmcraft Productions

8451 Melrose Ave., Los Angeles 46, Calif.
Phone: WEbster 3-9281

Pres., Exec. Prod.....Isidore Lindenbaum
Production Exec.....F. H. Fodor
Dir. of Programing.....Al Gannaway
Production Mgr.....Glenn Miller
Dir. of Public Rel.....Reavis Winckler
Technical Manager.....Paul Schmutz, Jr.
Film Distribution Mgr.....Hamilton Warren

Services Offered—TV films of all types.

Productions—"Small World" and "Mark Twain Television Theater" series for national sales.

•

Filmeffects of Hollywood

1153 N. Highland Ave., Hollywood 38, Calif.
Phone: Hollywood 9-5800

Manager .....Charles Leeds

Services Offered—Specialized 35mm and 16mm color and black and white laboratory services for motion pictures and television. Special effects, blow-ups, reductions, color release printing, slide film duplication experimental projects.

•

Film Makers, Inc.

322 E. 24th St., New York 10, N. Y.
Phone: MUrray Hill 5-3358
Phone: REgent 7-7549

President .....J. H. Lenauer
Secretary .....Mavis Lyons
Services Offered—TV film production.

●

Films For Industry, Inc.

135 W. 52nd St., New York 19, N. Y.
Phone: PLaza 3-2800
Pres., Prod. Mgr.....Joseph McCaffery
Technician .....Ralph Friedman
Services Offered—TV packaging, commercials, sound studios, animation, stop motion, industrial films, shooting stage.

●

Films of the Nations, Inc.

62 W. 45th St., New York 36, N. Y.
Phone: Murray Hill 2-0040
Pres.....Henry M. Moolman
V.-Pr. .....Birger Nordholm
Treasurer .....Henry Pillichody
Secretary.....William Rosenfeld
Exec. Dir. .....Maurice T. Groen
Services Offered—Producers and distributors of 16mm. sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

Five Star Productions, Inc.

6530 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmpstead 4807
Exec. Producer.....Harry Wayne McMahan
Production Dir.....Chet Glassley
Technical Dir.....Taylor Byars
General Mgr.....John J. Glavin
Casting .....Judy McMahan
Secretary-Treas.....Bernice C. McQuown
Services Offered—Motion picture and TV film spots.

●

Flying A Pictures, Inc. and Range Rider Productions

6920 Sunset Blvd., Hollywood 28, Calif.
Phone: HO. 9-1425
President .....Armand Schaefer
V.P., Treasurer.....Mitchell J. Hamilburg
Secretary .....Ina Autry
Executive Producer.....Louis Gray
Productions—in release or prod.—78 half hour television screenplays starring Gene Autry, 78 half hour television screenplays starring The Range Rider and Dick West (both series distributed by C.B.S. TV Film Sales). 13 Death Valley Days half hour television screenplays made for Pacific Coast Borax and handled by the McCann Erickson Advertising Agency.

TV
EXPLOITATION SALES
Producers and Distributors of Television Programs On Film From Coast to Coast
Now Available
★ M.D.
★ Gulliver and The Little People
★ Washington Spotlight
★ Roller Derby
★ Bill Corum Sports Show
★ Wendy Barry Movie Life Show
★ Raymond Massey, Mans Heritage
★ The Passerby Series
ALL STAR
LATE-RELEASE FEATURE FILMS
101 West 55th St., N. Y. CO 5-8646

FILM
FILM
FILM
THE WORLD'S LARGEST SELECTION OF FILMS FOR TELEVISION
Sterling Television Co., Inc.
316 WEST 57TH ST., NEW YORK 19, N. Y.
JUdson 6-3750

Hardie Frieberg Television Enterprises, Inc.

545 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-6865
President .....Hardie Frieberg
Treasurer .....Bernard Samuels
Secretary .....Fluff Blome
Services Offered—Program production, talent, live and film TV programs.

●

Gainsborough Associates

(See Program Producers)

●

William J. Ganz Co.

40 E. 49th St., New York 17, N. Y.
Phone: ELdorado 5-1443
President .....William J. Ganz
TV Consultant &
Producer.....Jason B. Goldman
Chg. of Production.....E. J. Spiro
Chg. of Distribution.....Herbert Dietz
Office Manager.....Jean Pomerance
Services Offered—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences. Also, distributors of motion pictures through The Institute of Visual Training.

THE RUGGLES

½-hour family
comedy starring
Charles Ruggles

FOOTBALL THIS WEEK

¼-hour — Norman
Sper (80% right)
tells who'll win
the big games each
week and why.

STATION DISTRIBUTORS, INC.

101 West 55th St., N. Y. C.
Telephone: CO. 5-1352

Glenar Productions

6618½ Sunset Blvd., Hollywood 28, Calif.
Phone: HIllside 0406
Owner .....Sid Glenar
Services Offered—Producer of theatrical, educational, commercial, TV motion pictures. Complete animated cartoon facilities.

●

Guild Films Co., Inc.

510 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-5365
President .....Reub Kaufman
Exec. V. P.....Seymour Klass
Eastern Sales Mgr.....Nat V. Donato
Secretary .....Jane Kay
Services Offered—TV package programs. Stock shot library. Feature films for television.
Productions — "Liberace," "Call the Play," "Invitation Playhouse," "Lash of the West," "Close-Up," Sports Library.

●

Jack Goetz

1740 Broadway, New York, N. Y.
Phone: JUdson 6-1700
Owner .....Jack Goetz
Services Offered—Lab. service for all TV requirements; 16 & 35 mm. television features, serials and shorts.

CREATIVE TV PROGRAMMING
FOR EVERY BUDGET

MILVERNE
PRODUCTIONS, INC.

VERNON P. BECKER
MILTON E. STANSON
Executive Producers

"TOOTSIE HIPPODROME
WESTERN SHOW".....ABC-TV Network
"SOLO DRAMA"....ABC-TV Network
Live Segments
"STEVE RANDALL".....DuMont Network
"KIDDIE KOLLEGE"....WABD-DuMont
"MAN ABOUT MUSIC".....WABD-DuMont
"CURTAIN CALL".....WOR-TV
"GOOD LOOKS, GOOD LIVING"
WABC-TV

FILM COMMERCIALS
RADIO TRANSCRIPTIONS

HOTEL BRYANT
230 West 54th Street
New York 19, N. Y.

CIrcle 5-6224-5
CIrcle 6-2100

Gross-Krasne, Inc.

California Studios, Los Angeles, Cal.
Phone: HO 9-8321

Producer.....Jack J. Gross
Producer.....Philip N. Krasne
Casting Dir.....Lynn Stalmaster
Publicity Dir.....Al Joyce

Services Offered: Studio facilities for *TV* and motion picture producers. Currently producing "Big Town" for Lever Bros.

●

Hack Productions

535 N. Laurel Ave., Los Angeles 48, Calif.
Phone: Walnut 2068

Owner .....Herman Hack

Services Offered—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the retnals are handled by Film Rental Libraries. TV write for details.

●

The Jam Handy Organization

2821 E. Grand Blvd., Detroit 11, Mich.
Phone: TR 5-2450
N. Y. Phone: JUdson 2-4060

President .....Jamison Handy
Executive Vice-Pres.....Oliver Horn
V.P. for TV.....Vincent L. Herman
V.-P. Training Devices.....John Campbell
V.-P. Service Devel.....Everett Schafer
V.-P. Sales Devel.....George B. Finch
V.-P. Automotive Contacts...Wm. G. Luther
Secretary .....Avery W. Kinney
Treasurer.....Allan E. Gedelman
Dir., Pub. Impressions.....Anne Jioffre
Washington Repr. .....Harry C. Watts

Services Offered—Producers of commercial films and spots; industrial films, slide-films, sales training programs.

●

Hawley-Lord, Inc.

316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750

President .....Andre Lord
V.P. Treas.....Lewis D. Abbott
Secretary .....Gordon Shadwick

Services Offered—Production of 16 mm. color motion picture shorts on hunting and fishing.

●

Sam Hayes Productions

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: Hempstead 1515

Pres. & Gen. Mgr.....Sam Hayes
Secretary .....Hazel Thornton

Services Offered—Radio news programs; short subject commentaries; motion picture news and sports commentaries.

DRAGNET VII

BRITISH INFORMATION SERVICES
distributors of
"PROBLEM SPOTS"
series featuring
Clete Roberts
and other first-rate
TV FILMS
from 3-minute fillers
to 1½ hour documentary
FEATURES
For 1953 catalogue
write, wire or phone
Lester Schoenfeld, Distrib. Mgr.
BRITISH INFORMATION SERVICES
30 Rockefeller Plaza, New York 20 CI 6-5100

Leslie Helhena

932 N. La Brea Ave., Hollywood 38, Calif.
Phone: GRanite 3174
Owner-Producer.....Leslie Helhena
Services Offered—Complete production facilities for filming spot announcements open end commercial and entertainment films.

●

Hile-Damroth, Inc.

320 Broadway, New York 7, N. Y.
Phone: WO 4-2478
President.....Charles B. Alline, Jr.
Services Offered—1 minute commercials.

●

Paul Hoefler Productions

7934 Santa Monica Blvd., Los Angeles 46, Calif.
Phone: Hollywood 9-2001
Producer .....Paul L. Hoefler
Business Manager.....E. M. Bennett
Secretary .....Ruby Newstrand
Services Offered—Furnish one and two reel films of adventure, travel and special interest topics through our New York agent, Zach Bayn Films.

●

Hoffberg Productions Inc.

362 W. 44th St., New York 18, N. Y.
Phone: CIrcle 6-9031
President.....Jack H. Hoffberg
Services Offered—Motion pictures for television.

●

Hour Glass Productions

810 N. Highland Ave., Hollywood 38, Cal.
Phone: CR 1-9111
President .....Wanda Tuchock
Vice-President.....George de Normand
Services Offered—Youth series, "Man of Tomorrow."

●

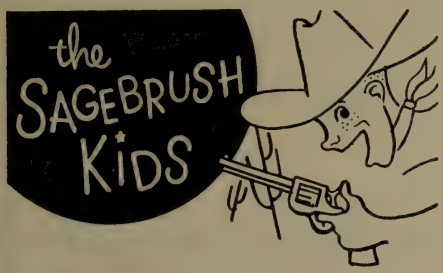
Lucille Hudiburg Productions

131 E. 51st St., New York 22, N. Y.
Phone: EL 5-3508
Producer .....Lucille Hudiburg
Services Offered—Complete packages including: "Variety," "Drama," "Participation" "Fashion," and Puppet Shows. We also are TV and radio consultants and make films on assignment. Have a group of writers and a song writing unit available for other shows.

●

Hurrell Productions Inc.

(Subsidiary of Walt Disney Productions)
2400 W. Alameda Ave., Burbank, Calif.
Phone: ROckwell 9-2158
President.....George E. Hurrell
New York Office
RKO Bldg., 1270 6th Ave., New York, N. Y.
Phone: JUdson 6-3442



Twelve year olds pack half hours for TV with exciting adventure... Western • Pirate • Mystery. Each a complete story filmed in the natural beauty of Southern Arizona. Slanted at the powerful 7 to 15 age market. In production.

Available now. Outstanding, full length, new to TV features. Complete information on request.

Tom Bailey Productions, Inc.

Producers and Distributors of Film for Television

722 N. 4th Ave. — Phone 2-1907
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5 Years of film for Television

A Library of 900 Films
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WESTERNS
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TV-ETTES

Atlas TELEVISION CORPORATION
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MUrray Hill 7-5535
HENRY BROWN—PRESIDENT

Services Offered—TV package programs (and commercials) and production.

●

Illustrate, Inc.

971 N. La Cienga Blvd., Los Angeles 46, Cal.
Phone: CRestview 4-6007
President.....Donald A. Dewar
Secretary-Treasurer.....Carleton W. Boyd
Services Offered—Film and live TV packaging including cartoon production.

●

Imppro Productions, Inc.

c/o Hal Roach Studios
8822 W. Washington Blvd., Culver City, Cal.
Phone: TE 0-2761
President.....Herbert L. Strock
Vice-President.....Richard G. Taylor
Services Offered: Produce filmed shows, commercials; rental sound effects library, cutting rooms & equipment.

●

IMPS, Inc. International Movie Producers' Service

515 Madison Ave., New York 22, N. Y
Phone: ELdorado 5-6620
President .....Ben Gradus
Partner.....Victor M. Ratner
Editorial Supervisor.....Julius Goldstein
Production Supervisor.....Walter Sachs
Studio Manager.....Irving Sachs
Dir. of Sales.....Ezra R. Baker, Jr.
Services Offered—IMPS produces documentary, commercial TV spots, and industrial films. Feature films for theatrical release; slide films.

●

International Film Foundation, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CI 6-9438
Executive Dir.....Julien H. Bryan
Services Offered—(1) Production of documentary films. (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

●

International Geographic Pictures

1776 Broadway, New York 19, N. Y.
Phone: CIrcle 6-4486
Executive-Pres. .....J Allen Julier
Services Offered—Producers of educational motion pictures.

●

International News Service

235 E. 45th St., New York, N. Y.
Phone: MU 7-8800
General Mgr.....Seymour Berkson
Editor-in-Chief .....Barry Faris

LEONARD ANDERSON
MOTION PICTURES
PRODUCTION PLANNING
SUPERVISION
DIRECTION
FILM EDITING
COMPLETE FACILITIES
PERSONAL SERVICE
115 W. 45 ST., N. Y. PL 7-4162

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Producers and Distributors of
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TV SHOW
The Short-Short-Story Sensation
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52 Quarter Hours in the Can
★
Coast to Coast
★
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Business Mgr.....Robert W. Brown
TV Sales Mgr.....Robert H. Reid
Radio & TV News Dir.....John M. Cooper
Services Offered—In association wtih Telenews Productions: Daily, weekly, sports newsreels; Also film features; INP photos; INS leased wire; Projectall balopticon.

●

International Movie Producers' Service

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-6620
Studios: Ben Gradus Studios, Ltd.,
321 W. 56th St., New York 19, N. Y.
Phone: PLaza 7-4823
President .....Ben Gradus
Partner.....Victor M. Ratner
Production Supervisor.....Walter Sachs
Production Coordinator....Edmund Stevens
Studio Manager.....Arnold Heller
Editorial Supervisor.....Julius Goldstein
Director of Sales.....Ezra R. Baker
Services Offered—Producer of TV commercial, industrial, PR, educational, sales, personnel training and filmed shows for TV.

●

International 16mm. Corp.

(See Program Producers)

●

International Tele-Film Productions, Inc.

331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-9116
President .....Paul F. Moss
Vice President.....Thelma Schnee
Services Offered—TV live and film package shows, recordings, talent.

●

The Jaffe Agency, Inc.

8553 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-6121
Dir. of Radio & TV.....Don A Davis
Branch Office
38 E. 57th St., New York, N. Y.
Phone: PLaza 9-6693
Services Offered—Representation for sale of radio and television packages; creation of packages; represent personalities, writers, directors, etc.

●

Jason Comic Art

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 3-9370
Director .....Leon Jason
Services Offered—TV film, production, talent, puppet design.

●

Jewell Radio and Television Productions

185 No. Wabash Ave., Chicago 1, Ill.
Phone: FInancial 6-4474
President.....James E. Jewell
Vice-President.....W. Ralph Jewell
Manager.....Charles P. Flynn
Promotion Dir.....Ned E. Williams
Treas. .....Lincoln Douglass
Musical Dir.....Richard Dix
Services Offered—A complete radio and television production service. Scripts, Copy, Music, Direction. Transcribed package shows, spots. Current production, 'Silver Eagle."

●

Junior Programs, Inc.

22 Lawrence St., Newark 5, N. J.
Phone: MArket 2-0770
Pres. & Exec. Dir.....Dorothy L. McFadden
Services Offered—Package shows for children's audiences, also scripts, and consultant service for TV.

●

Bernard E. Karlen Productions

270 Park Ave., New York 17, N. Y.
Phone: PL 9-3107
Exec. Producer.....Bernard E. Karlen
Associate Producer.....Roland N. Karlen
Services Offered—Package program, both film and live. Production consultant, supply film clips for integrated shows, commercials and scripts.

VOLCANO
PRODUCTIONS

Robert Angus
William Lewis, Jr.

producing

"The Adventures of Ozzie and Harriet"
for ABC-TV

General Service Studios
Hollywood

Roger Kay Enterprises, Inc.

60 Sutton Place S., New York, N. Y.
Phone: PL 3-0549

Executive Producer .....Roger Kay

Services Offered — Creators, producers, packagers of TV and radio programs, live, transcribed, and film. Consultants on programming. TV show doctoring. Commercials.

●

Victor Kayfetz Productions

130 E. 56th St., New York 22, N. Y.
Phone: MUrray Hill 8-1707

Pres., Exec. Prod.....Victor F. Kayfetz
Client Liaison Director.....Allan P. Snody
Animation Dept. Dir.....Abe Blashko
Art Director.....Wm. L. Steinel

Services Offered—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel. Animated motion pictures.

Productions—Series on recreational boating (13-minute Films).

●

Herbert Kerkow, Inc.

480 Lexington Ave., New York 17, N. Y.
Phone: ELdorado 5-0683

President .....Herbert Kerkow

Services Offered—TV films produced.

●

Kling Studios, Inc.

601 N. Fairbanks Court, Chicago 11, Ill
Phone: Delaware 7-0400
N. Y. Phone: PLaza 9-4770
Hollywood Phone: Hudson 2-1147

President .....Robert Eirinberg
Vice-President .....Lee Blevins
Dir. Motion Pic. & TV Dir.....Fred Niles

Services Offered—Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation.

●

Knickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 6-9850

President.....Howard A. Lesser
Secy.-Treas.....Mary Morrissey
Vice-President.....Thomas S. Dignan

Services Offered—Producers of all types of Motion pictures for screen and TV.

●

Larry Kurtze

1230 Washington Blvd., Chicago 7, Ill.
Phone: Monroe 6-6271

Owner .....Larry Kurtze

Services Offered—Development of live or filmed TV shows. General copy and production services for broadcast media.

Lalley & Love Inc.

3 East 57th St., New York, N. Y.
Phone: ELdorado 5-1382

President and Production.....James A. Love
Vice-Pres. and Sales.....John B. Lalley
Editor .....Bill Henry
Script Dir.....Ardis Smith
Animation Dir.....Alex Geiss

Services Offered—TV spots and programs, also industrial films.

Productions—"Professor Yes 'N' No," consecutive 15-min. TV series.

(*See Page* 950)

●

Ely Landau, Inc.

101 W. 55th St., Suite 1-A, New York 19, N.Y.
Phone: COlumbus 5-8646

President.....Ely A. Landau

Services Offered—Television programs on film for national, regional and local sponsorship.

Productions—"The Bill Corum Sports Life Program," "The Betty Furness Movie Life Program," "The Passerby," "Man's Heritage."

●

Albert Lang Productions

KTTV, Sunset Blvd., Hollywood 28, Cal.
Phone: HU 2-7111

Pres., Gen. Mgr.....Albert Lang
Vice-Pres., Sec'y.....Olga Haney

Services Offered: Writing, producing, distributing TV commercial films.

●

Lawrence & Lee, Inc.

Equitable Bldg., Hollywood & Vine,
Hollywood 28, Calif.
Phone: HIllside 0101

President .....Jerome Lawrence
Vice-President.....Robert E. Lee

Services Offered—Production consultants.

●

Robert Lawrence Productions, Inc.

418 W. 54th St., New York 19, N. Y.
Phone: JUdson 2-5242

President.....Robert L. Lawrence
Treasurer .....Philip Kornblum
Studio Mgr.....Louis Mucciolo
Chief Film Editor.....Henry Traiman

Services Offered—Film—to order—television commercial announcements and television package programs.

●

Leichter, Mitchell

1842 N. Cherokee, Hollywood 28, Calif.

Pres., Head of Prod.....Mitchell Leichter
General Mgr.....Dick Peterson

Services Offered—Producer, distributor of films for television.

●

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 7287

Producer-Director .....Gene Lester
Chief Technician.....Robert Ernst
Comptroller.....Albert J. Silverman
Production Manager.....Martin Sperber
Sound .....Robert Ernst
Services Offered—TV film packages and commercials.
Productions—"Hollywood on the Line," "Assignment Unknown" and others.

●

Edward Lewis Productions

846 No. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HO 9-1673
Producer .....Edward Lewis
Assoc. Producer.....Paul Gordon
Production Manager.....William Stephens
Services Offered—Production of motion picture film for TV. Half-hour dramatic programs.

●

Jack Currier Lewis

P. O. Box 255, Riverside, Conn.
Phone: Old Greenwich 7-9474
Owner.....Jack Currier Lewis
General Manager.....Wm. P. Popp
Women's Programs.....Margaret Tester
Services Offered—Television and radio packaged programs; film or live. Advisors on TV and radio problems.

●

Libra Film Producers & Distributors

6525 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 7960; HE 1161
President .....Miss Loy Lester
V.-P., in Ch. of Prod.....Charles M. McCoy
Sec.-Treas. .....M. Briese
Exec. Director .....C. Mandell
Exec. Prod. & Ch. Eng....Charles M. McCoy
Producer.....John Leslie Hamilton
Producer .....Robert Smigel
Services Offered—Motion picture facilities; technical, advertising, educational, public relations and documentary films. Live and package shows.
Productions—"Kitchen Note Book" series and "spots" for civil defense.

●

Lion Television Pictures Corp.

1501 Broadway, New York 36, N. Y.
Phone: PEnnsylvania 6-1780
President.....E. W. Hammons
Vice-President.....Robert M. Savini
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

●

Loucks-Norling Studios, Inc.

245 W. 55th St., New York 19, N. Y.
Phone: CO 5-6974
Partners .....J. A. Norling & Wil Marcus
Services Offered—The production of industrial sales promotional, public relations, personnel training and educational motion pictures and slide films.

●

Major Television Productions, Inc.

9336 W. Washington Blvd., Culver City, Cal.
Phone: TExas 0-2931
1270 Ave. of the Americas, New York 20
Phone: PLaza 7-6990
President .....Irving Lesser
Vice President.....Seymour Poe
General Manager.....Robert Guggenheim
Services Offered—Distributors of feature length pictures—half-hour Series and film shorts.

●

Mannon Sound Stages

112 W. 89th St., New York, N. Y.
Phone: SU 7-5100
Owner, Gen. Studio Mgr.....James Pagliaro
Services Offered—Sound studios for rental for TV pictures.

●

Mark VII, Ltd.

2400 W. Alameda, Burbank, Calif.
Phone: RO 9-2461
Exec. Producer.....Stanley Meyer
Producer .....Michael Meshekoff
Director .....Jack Webb
Services Offered—Produce half-hour TV film & radio dramatic series—"Dragnet."

●

Arnold Marquis Productions, Inc.

6404 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-5119
President.....Arnold Marquis
Services Offered—Write, direct, produce and package radio and television programs; sales and service.

●

Mercury International Pictures, Inc.

6611 Santa Monica Blvd., Hollywood 38, Cal.
Phone: Gladstone 1101
President .....V. E. Ellsworth
Vice-President.....D. L. Monahan
Sec.-Treas.....G. C. Cable
General Mgr.....Olivia Eastus
Services Offered—Complete production of films for television from script to final print including mediums of animation, live action, sound in 16mm and 35mm.
Productions—Mike Stokey's "Hollywood Guest Stars," Tim McCoy Show, "Ski Boots."

●

MCA, TV, Ltd.

598 Madison Ave., New York, N. Y.
Phone: PLaza 9-7500
Exec. in Charge.....David Sutton

Branch Offices
Union Commerce Bldg., Cleveland, O.
Phone: CHerry 6010
Exec. in charge.....De Arv Barton
430 N. Michigan Ave., Chicago, Ill.
Phone: DElaware 7-1100
Exec. in charge.....M. B. Lipsey
Northwestern Bank Bldg., Minneapolis, Minn.
Phone: LIncoln 7863
Exec. in charge.....Charles Richter
2102 N. Akard St., Dallas, Tex.
Phone: PRospect 7536
Exec. in charge.....Edwin Greene
837 Book Tower, Detroit, Mich.
Phone: WOodward 2-2604
Exec. in charge.....Verle Bogue
105 Montgomery St., San Francisco, Calif.
Phone: EXbrook 2-8922
Exec. in charge.....Don Mulford
9370 Santa Monica Blvd., Beverly Hills, Cal.
Phone: CRestview 6-2001
Exec. in charge.....Mickey Rockford
Services Offered—Producer, distributor TV series.

●

Charles Michelson, Inc.
15 W. 47th St., New York 36, N. Y.
Phone: Plaza 7-0695
President .....Charles Michelson
Divisional Sales Mgr.....Ray Linton
Services Offered—Open end TV film program series; special Christmas spots film series; minute film spots for jewelry store sponsorship; E. M. I. Gennett and Speedy-Q sound effect record library.

●

Carlton E. Morse Productions
1500 N. Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161
President.....Carlton E. Morse
Services Offered—TV film programs, production.

●

Motion Picture Center Studios
346 N. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HO 9-5981
Pres., Gen. Mgr.....Joseph Justman
Assistant-Secretary.....Joseph A. Schwalb
Studio Mgr. & Comptroller..John K. Brent
Services Offered—Television rental studio 9 stages and complete facilities.
Productions—Irene Dunne Series—China Smith Series.

●

Motion Picture Productions Inc.
(See Program Producers)

●

Motion Pictures Stages, Inc.
3 E. 57th St., New York 22, N. Y.
Phone: PLaza 3-4840
President.....C. F. Vetter, Jr.
V.P. Chg. Spec. Prod.....Burgess Meredith
Vice-President .....Max Kreindler
Vice-President .....Barrett Gallagher
Secretary .....Gerald Margolis
Tech. Supervisor.....Victor H. Komow
Services Offered—Complete film production service organization specializing in serving TV film producers. All production facilities and services available, including sound stages, sound recording, editing, projection, set building, crew hiring, and general production assistance.

●

Movie Advertising Bureau
70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-3717
Dir. of National Sales.....Claude F. Lee
Services Offered—Spot commercials for TV and theatre.

●

Movietonews, Inc.
460 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7200
President.....W. C. Michel
Producer .....Edmund Reek
General Manager.....Jack Haney
Commercial Dept. Mgr.....Frank Barry
Editors....Harry Lawrenson, Louis Tetonic
Associate Prods...Jack Gordon, Jack Kuhne
Director of Scripts.....Dan Doherty
Assignment Director.....Burt Reinhart
Asst. Assignment Dir.....Art Sorenson
Services Offered — Produce, distribute newsreels, short subjects, commercials, documentaries, novelties.

●

Owen Murphy Productions, Inc.
723 Seventh Ave., New York 19, N. Y.
Phone: PLaza 7-8144
President .....Owen Murphy
General Manager.....Elwood Siegel
Production Mgr.....Charles L. Turner
Chief Editor.....Edward F. Boughton
Services Offered—Complete motion picture production services; Commercial, advertising, institutional films, package shows on film especially made for TV; Scripts, photography art and animation facilities.

●

Nation Wide Television Corp.
1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234
President .....Irvin Shapiro
Services Offered—Feature films, streamliners.

●

National Screen Service Corp.
1600 Broadway, New York 19, N. Y.
Phone: CIrcle 6-5700
Adv., Publ. Director.....Melvin L. Gold
Services Offered—Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc.

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: CIrcle 5-5147-8
Production Director.....Ted Nemeth
Art Dir.—Dir.....M. E. Bute
Services Offered—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

●

Stanley Neal Productions, Inc.

45 Rockefeller Plaza, New York 20, N. Y.
Branch Offices
Hal Roach Studios, Culver City, Calif.
Phone: TExas 0-2716
1809 Tribune Tower, Chicago, Ill.
Phone: WHitehall 4-3360
President .....Stanley Neal
V.P. in Charge of Sales.....D. J. Lane
Dir., Prod. Devel.....Charles W. Cromer
V.P. in Charge of Pub. Rel.....B. G. Kohn
Midwest Sls. Director.....C. P. Goetz
V.P. in Charge of Prod.....Sobey Martin
In Charge of Scripts.....Edith Martin
Production Mgr.....Charles L. Smith
Services Offered—Producer of TV film; distributor.

●

Newsreel Service

5 Centre Market Place, New York 13, N. Y.
Phone: CAnal 6-3284
Production Manager.....Howard Smythe
General Manager.....Charles Beckman
Chief Cameraman.....Larry Racies
Services Offered—Spot news coverage, 16 or 35 mm sound—24 hour service. Film inserts for live TV shows. Complete production facilities for TV shows on film.

●

Nola Studios Inc.

1657 Broadway, New York 19, N. Y.
Phone: PLaza 7-4870
President.....Vincent J. Nola
Vice President.....Vincent T. Nola
Chief Engineer.....Stanley J. Bumbly
Film Prod. Facilities Mgr.....PeterWilde
Services Offered — Complete production facilities to the independent producer. Film-Sync Tape, 1¼", 16mm, 17½mm-Disc recording. Re-recording Tape to Film. Shooting and Scoring facilities.

●

Nothing New Under the Sun Productions

240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-5491
Producer .....Mitchell Gertz
Secretary .....Harold Bernson
Services Offered — Producer of 5-minute film features.
Productions — Nothing New Under the Sun.

Official Films, Inc.

(Official Television Inc.)
25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100
President.. ..William R. Goodheart, Jr.
Chairman of the Board.....Isaac D. Levy
Secretary.....Herbert J. Siegel
Sales Mgr. (Nat'l Sls.).....Bud Austin
Assistant to President.....Herman Rush
Treasurer .....Seymour Reed
Services Offered—Producer and distributor of 8mm and 16mm sound and silent films.

●

Olio Video Television Productions, Inc.

20 East 42nd St., New York 17, N. Y.
Phone: MU 2-3218
President .....Harvey Cort
Treasurer .....Milton Subotsky
Services Offered—TV live and film production, film library of western and feature films. Fully-equipped sound studio.

●

Paramount Television Productions Inc.

1501 Broadway, New York 36, N. Y.
Phone: BRyant 9-8700
President .....Paul Raibourn
Prog., Prod. Dir.....Burt Balaban
Sales & Mdsg. Dir.....John F. Howell
Branch Office
5451 Marathon St., Los Angeles 38, Calif.
Phone: HOllywood 9-6363
Vice-President .....Klaus Landsberg
Services Offered—TV package programs, production, video transcription service, sales distribution.
Productions — "Time Out for Beany," "Wrestling from Hollywood," Erskine Johnson's "Hollywood Reel."

●

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: Granite 4774
Exec. Producer.....Paul Parry
Production Supervisor.....Betty Sinclair
Dir. of Photography.....Ray Foster
Services Offered—Production of Commercials, program films, sales promotion and training films.

●

Parsonnet TV Film Studios, Inc.

46-02 5th St., Long Island City, N. Y.
Phone: STillwell 4-6163-4-5
President.....Marion Parsonnet
Treasurer.....Walter Blake
Secretary.....Andrew Weinberger
Services Offered: Producer of films; production facilities for rent; films for syndication.

Lindsley Parsons Productions, Inc.

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 2-7111

President .....Lindsley Parsons
Treasurer .....Sam Wallis
Secretary.....Leonard W. Herman
Associate Producer.....Warren Douglas

Services Offered—All types of TV films including commercials.

Productions—"Files of Jeffrey Jones."

•

Pathescope Productions

(Pathescope Co. of America Inc.)
580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-5200

President.....Edward J. Lamm
Sales Manager.....Robert Rubin

Services Offered—Television commercial and program production.

•

Ray Patin Productions

4201 Sunset Blvd., Los Angeles 29, Calif.
Phone: NOrmandie 1-2174

Exec. Producer.....Ray Patin
Asst. Producer.....Gus Jekel
Sls. & Studio Mgr.....Lee R. Blevins

Services Offered—Complete production of animated television commercial films with live action sequences.

•

Pictorial Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: PEnnsylvania 6-3756

President.....J. Milton Salzburg
Chairman of the Board.....Frank Soule
V.P., Treasurer.....Hyman Rosner
Sales Manager.....David B. Dash
Advertising Manager.....S. J. Krumholz
Comptroller .....Paul Kern

Services Offered — Produce & distribute features & shorts.

•

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
Phones: YOrk 8058; WEbster 3-4608

President.....Juan C. Hutchison
Vice-President .....Perry King

Services Offered—Complete production facilities; live action and animation, 16 and 35 mm.

•

Post Pictures Corp.

115 W. 45th St., New York 19, N. Y.
Phone: LU 2-4870

President.....Harry A. Post
Secretary.....Eli W. Post
TV Sales.....Alan I. Post

Services Offered—Packages of features and short subjects. Film distributor film rental.

•

Primrose Productions Co.

1040 No. Las Palmas, Hollywood 38, Calif.
Phone: GR 3111

Executive Producer.....J. P. Lane
Producer.....Richard L. Morley
Production Manager.....Val Lindberg

Services Offered—Producers of television series or individual films, commercial and industrial films.

The Princeton Film Center, Inc.

270 Park Ave., New York 21, N. Y.
Phone: PLaza 5-0322
Carter Road, Princeton, N. J.
Phone: Princeton 3550

Executive Director.....Gordon Knox
Vice-President .....Jack Barlass
Treasurer .....Albert Califano
Prod. Mgr.....L. H. Holton
Writers.....John Capsis, Sumner Lyon, Ardis Smith.
Chief Editor.....Robert Webb
Distrib. Mgr.....Sherman Price

Services Offered—Production and distribution facilities for television films of all types.

•

Producers Representatives Inc.

1270 Ave. of the Americas, N. Y. 20, N. Y.
Phones: PLaza 7-6990-1-2

President.....Irving M. Lesser
Secy.-Treas. .....Seymour Poe

Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts.

•

Radiovision Corp.

1125 S. Elm Drive, Los Angeles 35, Calif.
Phone: CRestview 5-1723

President.....Walter J. Nelson

Services Offered—Sport pictures and cartoons for rental to TV.

•

Reid Ray Television Productions, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
Phone: Emerson 1393
208 S. LaSalle St., Chicago 4, Ill.
Phone: Financial 6-0897
8762 Holloway Dr., Hollywood, Calif.
Phone: Crestview 1-4080

President.....Reid H. Ray
Vice-President.....Frank J. Havlicek
Secretary-Treasurer.....William H. Ringold
Vice-President.....R. V. Jeffrey
Vice-President .....Frank Balkin
Vice-President .....John Lang
Producer .....Saul Elkins
Ass't. Director.....E. H. Polsfuss

Services Offered—Production of television 26 and 13 minute films for local, regional and national sponsorship; TV commercials.

RD-DR Corp. (Reader's Digest—deRochemont)

35 W. 45th St., New York 36, N. Y.
Phone: LU 2-1440
Chairman of Board....Louis de Rochemont
President .....Borden Mace
Secretary.....Ambrose Doskow
Treasurer.....Martin J. Maloney
Services Offered—Feature, commercial and educational film producers.

●

Reeves Sound Studios Inc.

304 East 44th St., New York, N. Y.
Phone: OR 9-3550
President.....Hazzard E. Reeves
Vice-President.....Chester L. Stewart
Services Offered—Sound recording for motion pictures.

●

Regal Television Pictures Corp.

151 W. 46th St., New York 36, N. Y.
Phone: LU 2-1877
President .....Moe Kerman
Vice-Pres. .....Joe Felder
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

●

Regency Productions, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: JUdson 2-0274
President .....Joseph Schaeffer
Services Offered—Film assignments 35mm., 16mm., black and white or color. Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV.

●

Stuart Reynolds Productions

321 S. Beverly Dr., Beverly Hills, Cal.
Phone: CRestview 1-6155
President .....Stuart Reynolds

●

RKO Pathe, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600
Vice-Pres. & Gen. Mgr.....Jay Bonafield
Treasurer.....James H. Herries
Secretary .....Joseph Laub
Comptroller .....Garrett VanWagner
Production Mgr.....J. Douglas Travers
Television Consultant....Robert H. Johnson
Services Offered—Producer of short subject releases for RKO Radio Pictures; producers of TV films on contract.

●

Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 8-2185
President.....Hal E. Roach
Vice-President.....Hal Roach, Jr.
Vice-Pres. & Prod. Mgr....S. S. Van Keuren
Services Offered—Complete motion picture production facilities for the production of TV commercials and programs.

●

R. S. Robbins

163 Bleecker St., New York 12, N. Y.
Phone: SPring 7-2568
President.....R. S. Robbins
Mgr. of Prize Promotion....Edward E. Finch
Services Offered—Radio and television prizes.

●

Bob L. Roberts Productions

152 W. 54th St., New York 19, N. Y.
Phone: PLaza 7-4314-5
President.....Bob Levitt Roberts
Services Offered—Radio and TV live or film Package Productions.

●

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.
Phone: GR 7131
President.....J. Richard Westen
V.P. in Chge. Sales.....Parker Stough
Exec. Vice-President.....Harlow Wilcox
Production Manager.....Don Bartelli
Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV progarms.

●

Frederick E. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.
Phone: HIllside 3183
General Manager.....Fred K. Rockett
Production Supervision.....Alfred Higgins
Photographic Department.....Jay Adams
Editorial Dept.....Paul Lord
Stage Mgr.....James Conley
Electrical Department.....Frank Contardo
Services Offered—Complete facilities including fully equipped modern sound proof stage and all electrical and illuminating equipment. Many standing sets. Every service from script to screen.

●

Roy Rogers Productions

Samuel Goldwyn Studio
1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: GRanite 5111
Executive Producer.....Roy Rogers
Producer .....Jack Lacey
Director.....Robert G. Walker
Cameraman .....Joe Novak
Services Offered — Produces TV western films.

●

Rogell Productions Inc.

8949 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 4-5217
Owner.....Albert S. Rogell
Services Offered—Package, features and film productions.

Roland Reed Productions

8822 W. Washington Blvd., Culver City, Cal.
Phone: TExas 0-2761
President.....Roland D. Reed
Vice-President.....Guy V. Thayer, Jr.
Secy.-Treas.....Hazel Hall
Production Manager.....Dick L'Estrenge
Casting Dir.....William Tinsman
Services Offered—Producers of commercial, industrial and television films.

●

Rosamond Productions, Inc.

8913 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 4-5401
President.....David Chudnow
Vice-President.....Rosamond Chudnow
Sec. & Treas.....Byron Chudnow
Services Offered—Producing motion pictures for TV.

●

Leslie Roush Productions, Inc.

333 W. 52nd St., New York 19, N. Y.
Phone: COlumbus 5-6430
Studios: 130 Herricks Rd., Mineola, N. Y.
President.....Leslie M. Roush
Vice-President.....Jules K. Sindic
General Manager.....John Fox
Production Manager.....James DiGangi
Services Offered—Make TV films, commercials.

●

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.
Phone: YOrk 2494
President & Owner.....Danny Rouzer
Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects and titling.

●

Ruby Film Company

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-5640
Production Mgr.....Edward Ruby
Office Manager.....Bernice Maultasch
Services Offered—Film Production, Editing Rooms, projection apparatus, camera rental.

●

Sack Television Enterprises

Film Exchange Bldg., Dallas 1, Tex.
Phone: STerling 3069
General Manager.....Alfred N. Sack
Sales Manager.....Julius M. Sack
New York Office
358 West 44th St., New York, N. Y.
Services Offered—Producers, distributors; representatives for independent producers.

●

Barnard L. Sackett Television Productions

(See Program Producers)

Sarra, Inc.

200 E. 56th St., New York 22, N. Y.
Phone: MUrray Hill 8-0085
President .....Valentino Sarra
Sales Prod. Mgr.....Jack Henderson
Branch Office
16 East Ontario St., Chicago 11, Ill.
Phone: WHitehall 4-5151
Dir. of Film Planning.....Joseph G. Betzer
Production Manager.....Harry W. Lange
Services Offered—TV film production.

●

Scandia Films, Inc.

220 W. 42nd St., New York 36, N. Y.
Phone: WIsconsin 7-7059
President .....Ernest Mattsson
Services Offered—Distributor and representative of foreign TV producers.

●

Screen Gems, Inc.

(A subsidiary of Columbia Pictures Corp.)
233 W. 49th St., New York, N. Y.
Phone: CIrcle 5-5044
V.P. & Gen. Mgr.....Ralph M. Cohn
V.P. in Chge. Sales.....John Mitchell
Business Manager.....Burton Hanft
Dir. Advtg., Pub. Rel..Harry K. McWilliams
Eastern Prod. Mgr.....M. Peter Keane
Staff Prod.-Dir.....John Gilmour, Ben Berenberg
Casting Director.....Nancy Kassel
Film Editorial Chief.....Dan Heiss
West Coast: 1438 N. Gower St., Hollywood 28, Calif.
V.P. Chge. Prod.....Irving Briskin
Producers.....Jules Bricken, Irving Starr
Production Executive.....Fred Briskin
Story Editor.....Margaret Wilder
Services Offered—produce, distribute TV films; produce animated or regular TV film commercials.

●

Screen Televideo Prod.

328 So. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-1721
Production Manager.....Rudy E. Abel
Auditor .....Frances Wilkinson
Services Offered—Custom production and distribution of television films.

●

Al Simon Productions

General Service Studios
1040 N. Las Palmas, Hollywood 28, Calif.
Phone: GRanite 3111
Services Offered—Productions of filmed shows and commercials.
Productions: Burns & Allen Show, Joan Davis Show, Mickey Rooney Show.

●

Skibo Productions, Inc.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan
Secretary .....George Blake
Services Offered—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

●

The Charles E. Skinner Productions

1600 Broadway, New York, N. Y.
Phone: CI 6-6915
Executive Producer.....Charles E. Skinner
Associate Producer.....Robert Sloan
Production Manager.....Jack Aichele
Film Music Editor.....Alphonse Corelli
Musical Director.....Skitch Henderson
Set Designer.....Charles Carlotti
Gen. Production Supervisor...William Toth
Camera Directors.....Joseph Brun, George Webber
General Business Mgr.....Melville Ruick
Assoc. Prod., West Coast Rep..Albert Kelley
Services Offered—Creators and producers of television, theatrical and sales influence films; producing contractors; adapters; consultants to package producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

●

Stephen Slesinger, Inc.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2544
President .....Stephen Slesinger
Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," "Blondie," and "Winnie-the-Pooh."

●

Fletcher Smith Studios, Inc.

321 E. 44th St., New York 17, N. Y.
Phone: MUrray Hill 5-6626
President .....Fletcher Smith
Vice-President .....Charles Schettler
Secretary-Treasurer .....Peter Caldera
Services Offered—Producers of programs and spots.

●

Snader Telescriptions Corp.

177 So. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-4451
N. Y. Phone: LOngacre 4-3971
President.....Louis D. Snader
Vice-President.....Robert M. Snader
Director .....Duke Goldstone
Casting Director.....Phil Bloom
Musical Director.....Harry Zimmerman
Production Manager.....Jesse Corallo
Services Offered—Producers of films for TV; own organization for syndication and distribution of features produced by others.
Productions: Dick Tracy Series.

Sound Masters, Inc.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-6600
Chairman of Brd.....W. F. Githens
President.....Harold E. Wondsel
V.P., Sect.....F. C. Wood, Jr.
Treasurer .....Walter Kullberg
Services Offered—Producers of commercial spots and industrial films.

●

Southwest Film Productions, Inc.

4040 Westheimer Rd., Houston 6, Tex.
Phone: Linden 3171
Chairman.....Howard T. Tellepsen
President.....John Paul Goodwin
Secretary .....Emory Gose
Treasurer.....W. D. Woodroof, Jr.
Exec. V.P., Gen. Mgr.....Harlan Mendenhall
Services Offered—Producers of TV package programs, TV commercials, and industrial films; News; animation; complete production and laboratory facilities.

●

Sovereign Productions, Inc.

7324 Santa Monica Blvd., Hollywood, Cal.
President .....Stuart Reynolds
Producers.....Arthur Ripley, Gil Ralston
Secretary-Treasurer .....Rudolph Monter
Services Offered—Production of ½-hour dramatic films.
Productions—"Cavalcade of America."

●

Specialty Television Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LO 4-5592
Pres., Gen. Sales Mgr.....Jules B. Weill
Vice-President.....Murray M. Kaplan
Services Offered—Motion picture film, features and half-hour, for television broadcasting.

●

Al Stahl Productions

1600 Broadway, New York 19, N. Y.
Phone: COlumbus 5-2942
President .....Al Stahl
Vice-President .....Irwin Stahl
V.P. chge. of Sales.....Otto Sutter
V.P. chge. of Prod.....Edwin Rehberg
Services Offered—Complete production facilities and service for filming live action, animation, TV shows and commercials; also produce training, industrial and public relations films in black-white & color.

●

Standard Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234
President .....Irvin Shapiro
Services Offered—Major feature films and shorts.

Star Entertainment Corp.
214 W. 42 St., New York 36, N. Y.
Phone: LA 4-3450
President .....Max Wolff
Vice-President .....Robert Feldman
Secretary .....Al Roth
Services Offered — Talent representatives, casting, production, and packaging of films.

●

Station Distributors, Inc.
40 East 51st St., New York 22, N. Y.
Phone: PLaza 9-4953
President .....Walker Stuart
Sales Director.....Jay Williams
Services Offered—Film production for TV; sales & distribution of package shows.

●

William Stephens Co.
Motion Picture Center Studios
846 N. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HOllywood 9-5981
Production Super.....Wm. Stephens
Assistant .....Ralph Slosser
Sales .....Edward Conne
Story Editor.....John Stephens
Services Offered—TV film series.

●

Sterling Television Co., Inc.
316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750
President.....Saul J. Turell
Secy.-Treasurer.....Robert E. Rhoades
V.P. chge. of Station Sales...Bernice S. Coe
Mgr. of Agency Sales.....Richard Carlton
Branch Office
6715 Hollywood Blvd., Hollywood 28, Calif.
Phone: Granite 2886
Services Offered—Producer and distributor of TV features, shorts and film series. TV stock shots. Distributor for independent producers.

●

Mike Stokey Productions
6123 Selma Ave., Hollywood 28, Cal.
Phone: HUdson 2-1241
President .....Mike Stokey
Assoc. Producer.....Gene Colton
Assoc. Producer.....John Hueners
Service Offered: Producers of live and filmed television productions. General television packaging.

●

Wilbur Streech Productions
1697 Broadway, New York 19, N. Y.
Phone: JUdson 2-3816
Owner.....Wilbur J. Streech
Client Relations.....J. Arthur West
Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

Swift-Chaplin Productions, Inc.
4316 W. Jefferson Blvd., Los Angeles 16, Cal.
Phone: REpublic 2-4492
President.....Charles F. Chaplin
Vice-President .....Howard Swift
Secretary-Treasurer .....Harry Hinkle
Production Manager.....Miles E. Pike
Services Offered — The production of custom-built television commercials.

●

T-bar-V Productions, Inc.
5919 Hollywood Blvd., Hollywood 28, Calif.
Phone: HEmpstead 1088
Pres., Sls. Mgr.....Donna Fargo
V.P., Gen. Mgr.....Lois Landon
Sec'y., Treas.....H. B. Baumeister
Services Offered: Specialize in westerns, outdoor, animal packages.
Productions: "Trader Lee," "Window to the West" (Visual Quiz Kids), and others.

●

The TeeVee Company
211 S. Beverly Drive, Beverly Hills, Calif.
Phone: Crestview 5-1076
President.....Gifford Phillips
Asst. to Pres.....Ludlow Flower, Jr.
V.P., Gen. Mgr.....Marc Frederic
Services Offered—Producers, distributors.
Productions: "Little Theatre."

●

Tele-America Inc.
364 No. Camden Dr., Beverly Hills, Calif.
Phone: CR 4-5381
President.....Thor L. Brooks
Vice-President.....Howard Taylor
Services Offered—Producers of live and film TV productions. Also all kinds of commercials.

●

Telecast Films, Inc.
112 W. 48th St., New York 36, N. Y.
Phone: JUdson 6-5480
President.....W. K. Hedwig
Secty.-Treas.....G. W. Hedwig
Services Offered—Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

●

Telemated Cartoons
70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8933
Prod.-Dir. .....Saul Taffet
Services Offered—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

Telemount Pictures, Inc.

P. O. Box 4555, Los Angeles 24, Calif.
President.....Henry B. Donovan
Secretary-Treasurer .....John Chesley
Dir. of Films.....R. Browne, G. Cahan
Asst. Producer.....Russ Hayden
Services Offered—Producers of TV films and live programs and commercial films.

●

Telenews Productions, Inc.

630 Ninth Ave., New York 36, N. Y.
Phone: JUdson 6-2450
President .....Herbert Scheftel
Exec. Vice President.....Alfred G. Burger
General Manager.....Charles N. Burris
Editor-in-chief.....Edward P. Genock
Production Manager.....Marshall Davidson
Chief Film Editor.....William Sofio
Dir. Comm. Film Dept...Robert W. Schofield
Adv. & Prom. Mgr.....Robert Kirsten
Services Offered—Producers of television news film, film commercials, film programs; film stock shot library.
Productions: Telenews Daily, Telenews Weekly, This Week in Sports, Beat The Experts, Adventures in Sport.

●

Telepak Inc.

8428 Melrose Pl., Los Angeles 46, Calif.
President.....C. Robert Longenecker
Services Offered—Production of programs, both film and live for TV. Representation of talent for TV, acting and creative.

●

Telepix Corporation

Times Tower Bldg., 1475 Broadway, New York 18, N. Y.
Phone: PEnnsylvania 6-1821-2
President.....Albert G. McCarthy
Vice-President .....Richard Freitas
Secretary .....Rita Fables
Services Offered—TV films.

●

Television Arts Productions, Inc.

2733 Stuart Street, Berkeley, Calif.
Phone: Berkeley 7-5301
Business Mgr.....J. T. Ward
Services Offered—Cartoon Productions of daily comic strip series—for television—Creators of "Crusader Rabbit" series for NBC—animated cartoons for commercials.

●

Television Exploitation Inc.

1450 Broadway, New York 18, N. Y.
Phone: WIsconsin 7-2055, BRyant 9-6332
President.....Milton M. Gettinger
Exec. Vice-President.....Oliver O. Unger
Sales Representative.....Harold Goldman
Services Offered—In the television field, distributes, purchases, and produces full length features and short subjects.

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-8877
President.....Charles J. Basch, Jr.
Treasurer .....Clarence Schmidt
Secretary .....Frankie Basch
Services Offered—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

●

Tel Ra Productions

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 6-4140
Producer.....W. Wallace Orr
Director of Programming & Sales .....George J. Kerrigan, Jr.
Director of Production.....Dan Wise
Film Editors.....Joe Arnold, Dan Endy, Marvin Fisher, William Friel
Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

FOR EXCLUSIVE FILM COVERAGE OF MAJOR LEAGUE BASEBALL...

TEL RA

America's leading producer of TV sports films

Famous TEL RA shows include

• TOUCHDOWN • DOWN THE STRETCH
• SPORTS SPOTLIGHT • BASEBALL BRIEFS
• TELESPORTS DIGEST • NATIONAL PRO HIGHLIGHTS • DICK DUNKEL'S FOOTBALL RATINGS

TEL RA PRODUCTIONS
1518 WALNUT STREET
PHILADELPHIA 2, PA.
KIngsley 6-4140

Ed Thorgersen

245 West 55th St.
Phone: *CIrcle* 6-8935
Exec. Producer.....Ed Thorgersen
Services Offered—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.

●

Times Square Productions Inc.

145 West 45th St., New York 36, N. Y.
Phone: CIrcle 6-4443
President .....Chas. W. Curran
Vice-President.....Stephen E. Fitzgibbon
Production Assistants.....Diana Kemble, Freda Godfrey
Associate Producer.....Fred Kelly
Services Offered—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment.
Productions: Fu Manchu.

●

Transfilm Inc.

35 W. 45 St., New York 19, N. Y.
Phone: LU 2-1400
President .....William Miesegaes
Vice-President .....Walter Lowendahl
Vice-Pres. .....William Burnham
Secretary-Treasurer.....Peter A. Schlenker
Services Offered — Complete facilities for production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

●

TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-1323
President .....Doria Balli
Sales Manager.....Charlie Larrain
Services Offered—Specialists in producing 16mm., 35mm., black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

●

TV Movie Club, Inc.

1501 Broadway, New York, N. Y.
Phone: BRyant 9-6734
President.....Dr. Arthur M. Epstein
Exec. Supervisor.....Richard F. O'Connell
Services Offered—Series of half-hour, open-end TV films for children.

●

TV-Programs, Inc.

350 Fifth Ave., New York 1, N. Y.
Phone: CHickering 4-1374
Executive Producer.....Edward Roberts, Jr.
Director of Sales.....Leonard Beckman
Services Offered — Full production from conception of idea through writing and direction right up to camera; authorized sales representatives for recognized TV film companies and on occasion other producers.

●

TV-Unlimited Inc.

341 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-3881
President .....Herbert Rosen
Services Offered—Producers of complete films to order, package shows, full-length feature films, mood and bridge music library service for TV and 16 mm. productions, sound effect records.

●

United Artists Television Corp.

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6000
Director of Television.....John H. Mitchell
Asst. Dir. of TV..Miss Louise E. Raphael
Traffic Manager.....Sidney Dash
East Coast Sales Rep.....Robert Brahm
Mid-West Sales Rep.....Robert O'Brian
Mid-Atlantic Sales Rep.....Milton E. Olin
Services Offered — Distribution of television films.

●

United Film and Recording Studios

301 East Erie Street
Chicago 11, Illinois
Services Offered—Production facilities for motion pictures, television films and commercials, sound slide films and recordings of every type.

●

United Press Associations

(See Program Producers)

●

United Productions of America

4440 Lakeside Dr., Burbank, Calif.
Phone: CHarleston 0-7171
New York Division—670 Fifth Ave., New York 19, N. Y.
Phone: PLaza 3-1672
Pres. & Exec. Produce.....Stephen Bosustow
Vice-Pres. in chg. N. Y. Office Edward F. Cullen
Vice-President .....John Hubley
Vice-President .....Robert Cannon
V.P. in chge. Pub. Rel.....Charles Daggett
Services Offered — Producers of TV film commercials — specializing in animation, also animation production services.

●

United Television Programs Inc.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-0041
Co-owner .....Milton Blink

Branch Offices
444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-4620
Manager .....Aaron Beckwith
140 N. La Brea, Los Angeles 36, Calif.
Phone: WEbster 8-9181
Co-Owner .....Gerald King
Services Offered—TV package programs.

●

Unity Television Corp.
1501 Broadway, New York 8, N. Y.
Phone: LOngacre 4-8234
President.....Arthur A. Mayers
Treasurer .....Martin Mermelstein
TV Director .....C. Lazar
Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns. ●

United World Films, Inc. (Subsidiary of Universal Pictures)
445 Park Ave., New York 29, N. Y.
Phone: PLaza 9-8000
P. O. Box 183, Universal City, Cal.
President.....J. M. Franey
V.P. in Chg. Production.....N. E. Gluck
West Coast Producer.....Morrie Weiner
Coast Prog. Production.....George Bole
Producer (New York).....Steve Allen
Services Offered—Producer and distributor of programs and spot commercials.

●

Van Praag Productions
1600 Broadway, New York, N. Y.
Phone: PLaza 7-2857
Executive Producer.....William Van Praag
Production Chief.....Gilbert M. William
Art Director.....Sidney Kupfershmidt
Chief Cameraman—Unit A...Sidney Zucker
Chief Cameraman—Unit B....Sol Roizman
Casting Director.....Joan Topper
Services Offered—Producers and distributors of film made for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors. ●

Video Drama Productions
505 Fifth Ave., New York 17, N. Y.
Phone: MU 2-0326
President.....Henri E. Marcuse
Partner .....Guy Calandreau
Script Supervisor.....Charles Cinnamon
Assoc. Supervisor.....Raymond Foucher
Services Offered—Live and film services for TV film series; script packages.

●

Video Pictures, Inc.
Executive & Sales Offices
41 E. 50th St., New York 22, N. Y.
Phone: MUrray Hill 8-1162
STUDIO: Video Pictures, Inc.
510 W. 57th St., New York 19, N. Y.
Phone: CIrcle 7-2062
President.....William R. Deering
Vice-President .....Martin Henry
Vice-President.....George W. Goman
Secretary.....Elsie M. Rice
Supervisor of Sales.....Frank B. Woodruff
Services Offered—Complete facilities for production of motion pictures, television, commercials, programs, industrial and other.

●

Video Pictures, Inc.
1515 No. Western Ave., Hollywood 28, Calif.
Phone: HU 2-3030
President .....Hank McCune
Assoc. Producer.....Charles Maxwell
Production Manager .....Jack Caldwell
Merchandising & Promotion....B. A. Babb
Services Offered—Producers of theatrical and commercial television subjects.

●

Vidicam Pictures Corp.
240 East 39th St., New York 17, N. Y.
Phone: MU 6-3310
President .....Alfred Justin
Studio Chief.....William B. Shriner
Staff Director.....James Rose
Chief Sound Engineer...Peter Protopappas
Editor .....Gladys Brothers
Services Offered—Producer of television film commercials and television film programs. Both 16 and 35mm. projection facilities. Complete sound recording equipment.

●

Visual Media, Inc.
17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-2060
President.....William M. Nelson
Art Director.....Raymond Keane
Advertising Consultant.....Weston Hill
Office Manager.....Marguerite K. Lee
Services Offered—Specialists in analysis and creation of TV programs and program material, both live and on film.

●

Volcano Productions Inc.
1040 N. Las Palmas, Hollywood 38, Calif.
Phone: Granite 3111
N. Y. Phone: VAnderbilt 6-5661
President .....Robert Angus
Vice President.....William Lewis, Jr.
Production Manager.....Leo Pepin
Services Offered—Producer of feature and commercial films for TV.

●

Roger Wade Productions
15 West 46th St., New York 36, N. Y.
Phone: CIrcle 7-6797
Owner.....Roger W. Wade
Services Offered—TV commercials, animation, telops, balops, slides, commercial motion pictures. ●

Adrian Weiss Productions

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WEbster 8-5287
Producer .....Adrian Weiss
Exec. in Chg. of Production.....Louis Weiss
Services Offered—Production organization geared to produce all types of TV films from 20 minute spots to one hour shows.

●

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WEbster 8-5287
Distribution Director.....Adrian Weiss
Asst. Distr. Director.....Louis Weiss
Services Offered—Distribution organization, geared to distribute all types of television shows throughout the country.

●

West Coast Sound Studios (Division of Video Pictures, Inc.)

510 W. 57th St., New York 19, N. Y.
President.....William R. Deering
Vice Pres.....Martin P. Henry
Secretary.....E. M. Rice
Services Offered—Producers of TV commercials and program films.

●

Whitehead TV Pictures, Inc.

630 Ninth Avenue, New York, N. Y.
Phone: CIrcle 5-7240
President.....Charles G. Whitehead
Services Offered—Producers of TV film commercials, industrials, features and short subjects.

●

Wilding Picture Prods., Inc.

Studios: 1345 Argyle St., Chicago, Ill.
Phone: LOngacre 1-8410
5981 Venice Blvd., Hollywood, Cal.
Phone: LUcas 0986
Branches:
385 Madison Ave., New York, N. Y.
Phone: PL 9-0854
Vice Pres.....J. W. Inglefield
Dime Bldg., Detroit, Mich.
Phone: Woodward 3-9311
Vice Pres.....L. S. Thompson
Swetland Bldg., Cleveland, O.
Phone: TOwer 1-6440
Vice Pres.....Jack Rheinstrom
Engineer Bldg., Cincinnati, O.
Phone: GArfield 0477
Exec. in Charge.....R. L. McMillan
4378 Lindell Blvd., St. Louis, Mo.
Phone: LUcas 0986
Exec. in Charge.....James Durst
President.....C. H. Bradfield, Jr.
Vice Pres.....H. W. Fish
Sec'y-Treas.....V. A. Burg
V.P. (Production).....J. A. Kellock
Hollywood Mgr.....John Oser
Services Offered—Film Production.

Frank Wisbar Productions Inc.

Eagle-Lion Studios, Los Angeles, Calif.
Phone: HUdson 2-2286
President .....Frank Wisbar
Vice-President.....Benjamin H. Kline
Sect.-Treas. .....Arnold Leader
Services Offered — Film productions for TV.
Productions: "Fireside Theater."

●

World Video, Inc.

(See Program Producers)

●

Emerson Yorke Studio

245 W. 55th St., New York 19, N. Y.
Phone: LUxemburg 2-2216
Owner, Exec. Producer.....Emerson Yorke
Services Offered—Producer of TV and other types of films.

●

Windsor Films, Inc.

119 W. 57th St., New York 19, N. Y.
Phone: JUdson 2-4813
President .....Ed Woodruff
Services Offered: distributor of films for TV.

●

Young & Rubicam, Inc.

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-2731
N. Y. Phone: MUrray Hill 9-5000
V.P. chge. Radio & TV
(Hlyd. off.).....Walter Bunker
V.P. chge. Gen. Adv.
(Hlyd. off.).....Eldon E. Smith
Services Offered—General advertising on various accounts; radio and TV show advertising; publicity and public relations.
Productions: Bing Crosby Show, Bob Hope Show, Four Star Playhouse, Our Miss Brooks —TV, I Married Joan.

●

Ziv Television Programs, Inc.

488 Madison Ave., New York, N. Y.
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Productions: Boston Blackie, Cisco Kid, The Unexpected, Favorite Story, Yesterday's Newsreel, Sports Album, Story Theatre, Your TV Theatre, The Living Book.

TELEVISION PERSONALITIES 1952-1953

A Pictorial Parade of some of the leaders of television —from the station, agency, network and production fields—during the past year

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HUGH L. KIBBEY, film buyer of WFBM-TV, Indianapolis, has been with the station for 11 years. He has served as announcer, writer, editor and director. Prior to joining WFBM, Hugh served as staff announcer for WIBC, Indianapolis. He is a graduate of Indiana Business College and Arthur Jordan Conservatory of Music. WFBM-TV has been on the air since May 30, 1949, and his role as film buyer began in September of that year. Hugh is married and has one child.

●

JEAN HENDRIX, film buyer at WSB-TV, has been in the newspapers, theater, radio and TV. She attended high school in Charlottle, N. C., and joined the Charlotte Observer. She later left to assume the duties of advertising director for the Wilby Kincy theaters. Jean went on to the D. C. War Finance Committee of the Treasury Dept. where she was named director of radio and advertising. She joined WSB in 1946 as publicity director, was transferred two years later to WSB-TV.

●

GEORGE PATTERSON joined WAVE-TV, Louisville, Ky., in 1934 as an announcer, and was made program director the next year. He helped direct the station's active relief role during the disastrous Ohio River flood in 1937, when "send a boat" was heard throughout the nation on network broadcasts. When WAVE-TV was established in 1948, he was made program manager of Kentucky's first TV station. Both WAVE-AM and TV have won numerous program awards under his [illegible].

GEORGE A. HEINEMANN, program manager of WNBQ, Chicago, started with NBC in 1937 as a page boy, leaving for CBS as Special Events Editor. He entered the U. S. Navy as an aviator, serving in the Pacific. A civilian again, he entered his own business of commercial photography in New York and Phoenix, Ariz., photogaphing fashions and doing mail order work, then became production manager of Aldens, Inc. He returned to NBC in New York, and moved to Chicago when WNBQ opened.

●

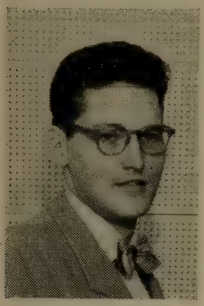
ELIZABETH BAIN, film buyer of WGN-TV, Chicago, is a graduate of Clarke College, maxima cum laude. She was director and solo violinist of a string ensemble over WKBB, Dubuque, and also taught band and orchestra. Following her teaching career she became music librarian of KFI-KECA, Los Angeles, and joined WCFL, Chicago, a year later, then went to WGN in 1948, a month before WGN-TV went on the air, to build a music library for TV. Choosing between music and film, she chose the latter.

●

WARREN F. WARNER, program director of WTVN, Columbus, Ohio, is also film buyer for Midwest TV, which buys films for WTVN, WICU, Erie, Pa., and WMAC, Massalon, O. Warren was born and educated in New York. He was production manager for Brewster Aeronautical Corp. before entering service. Warren was Civil Affairs officer in the Philippines and Military Government officer in the Korean Occupation. As a civilian again, he worked for Lever Bros., went to WKRC-TV, Cincinnati, and on to his present post.

BERNARD C. BARTH, film buyer of WLW-TV, Cincinnati, Ohio, is assistant to the director of TV operations for Crosley Broadcasting Corporation. He was born and educated in South Dakota. Bernard has been associated with KOBH, Rapid City, S. D., WKRC, Cincinnati, and WFIL, Philadelphia, as writer, producer and newscaster. Joining the staff of WLW-TV in 1948, he rose quickly from producer to program director and assumed his present post in the Fall of 1950.

HOWARD ANDERSON, film director of WFAA-TV, Dallas, Texas joined the NBC-TV affiliate in February, 1951 as a director, and took his present post a few months later. Howard graduated in radio-speech from the University of Utah. While attending the university, he did free lance writing, directing, and acting as well as amateur radio work. Howard joined KDYL-TV from the time the station went on the air, and was responsible for all remote telecasts until he left the station.

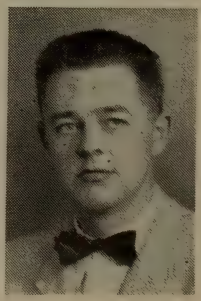


GEORGE A. DORSEY, film director and program operations supervisor of WNBW, Washington, D. C., is a graduate of Duke University, with a Bachelor of Science degree in electrical engineering. Following his graduation he joined the sales department of the Westinghouse Electrical Manufacturing Company, and was on a five-year leave of absence for Navy service during the war. George was a member of the station's staff when it first went on the air in June 1947.

H. PETER LASKER, manager of the Crosley Broadcasting Corporation's TV outlet in Dayton, WLW-D, was born and educated in Switzerland. His first job was working in transportation advertising in France and England, which gave him the experience to take on the duties of director of transportation advertising for WLW, when he came to this country. Pete held that post for ten years before heading up WLW-D's sales staff. Now Pete bosses the entire Dayton setup of Crosley.

NED R. BROOKE, film director of WSAZ-TV, Huntington, West Va., joined WCMI as a staff announcer, after graduation from college, and was station director when he left. Ned opened an electrical contracting business in Huntington, which he operated until he joined the staff of a local contracting company. In February 1951 he joined the staff of WSAZ-TV as a member of the film department, and was later promoted to the position of film director, the post which he holds today.

WILLIAM L. COOPER, JR., film director of WJAR-TV, Providence, R. I., started his career in the Visual Education Department of the Providence public schools. With the outbreak of World War II he served in the southwest Pacific with the Army Signal Corps. After release, he became southern New England manager of the Audio Visual Corporation. Leaving this to form his own corporation, he produced a series of documentary and public relations films for theatrical release.



DERRICK DYATT, film director of WTOP-TV, Washington, D. C., was born and educated in Pa. Upon graduation from high school his interest in show business grew, and he joined the Allentown Little Theatre, later joining WSAN as an announcer. He entered the Navy and and completed his stint in 1946, when he returned to WSAN. Two years later Derrick left to attend George Washington University, where in his senior year he joined WTOP-TV, and worked in production until 1951 when he was made film director.

●

FREELON M. FOWLER, film manager of WABC-TV, N. Y., started at NBC on the guest relations staff, when promoted to the ticket division. While affiliated with NBC, he was engaged by ABC as program assistant in the all-night news operations. His next stint was with CBS to assist Worthington Miner in the development of TV programs. In 1948 he joined the staff of WJZ-TV (now WABC-TV) before the station hit the air. Three years later he was named manager of film programming for the outlet and the ABC-TV network.

●

KEITH GUNTHER, film buyer of KSD-TV, St. Louis, Mo., has been in TV since 1939 when he was assigned by NBC to work in the network's infant TV department in N. Y. with video pioneers such as Captain Bill Eddy and Warren Wade. When NBC curtailed its TV activities because of World War II, Keith became night manager of WHN. He served as an officer in the U. S. Navy, principally aboard aircraft carriers in the South Pacific. Keith joined KSD-TV a month before the station went on the air, Feb. 8, 1947.

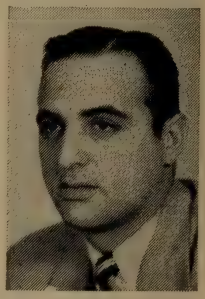
RICHARD C. DREYFUSS, film director of WDTV, Pittsburgh, Pa., first broke into radio when he joined NBC, Chicago, after being educated at the University of North Carolina. At the outbreak of World War II, he entered the U. S. Army Air Force. At the War's end he joined WAGM, Presque Isle, Maine, as program director. Three years later found him associated with the CBS-TV film operations. Dick is said to have the distinction of being the only film director in the country handling an all night TV film operation.

●

F. C. ECKHARDT, film buyer of KDYL-TV, Salt Lake City, Utah, attended the University of Montana, where he was active in the band and spent plenty of time in theaters as an m.c. With the outbreak of World War II he enlisted in the U. S. Navy in the aviation branch. Returning to Helena, Montana, after the war, Connie kept a watchful eye on the development of TV, and in January 1949 joined KDYL-TV, the first station to go on the air in the intermountain west.

●

BILL FOX, film buyer and program director for KFMB-TV, San Diego, Calif., is the film buyer for San Diego's first and only TV station. He was formerly with the staff of KALB, Alexandria, La., then KSYL, and later moved to WLSU, the Louisiana State University station. In World War II, Bill joined the U. S. Air Force and was stationed in the Pacific Theater, participating in many of the big raids over Tokyo. Bill joined KFMB-TV in 1948 and became program director two years later.



CARL LAWTON, film buyer of WBZ-TV, Boston, Mass., started his career in radio as a staff announcer for WHYN, Holyoke, Mass. In 1942 he left the station to enter the U. S. Marine Corps and served overseas in the South Pacific. Following his discharge from the service, he joined WFCI, Providence, R. I., as an announcer. Carl left to join the Northeast Airlines where he was engaged in general sales office and public relations, until January 1950 when he joined WBZ-TV as film librarian.

●

JULIAN M. KAUFMAN, film buyer, has been executive sales manager of KPHO-TV, Phoenix, since 1950. Prior to that he was with ABC-TV in San Francisco as account executive where he established a national sales record in 1949. He established the TV department for the Tolle Co., advertising agency, in San Diego. Recognized as an authority on TV station management, his recent article "TV Tips for Medium Size Station Operation," was published in trade magazines, and won nation-wide recognition.

●

HARRY JONES, film buyer of WCCO-TV, Minneapolis, Minn., worked for the Wichita (Kans.) Beacon as combination stockyards - police reporter. Following this, he was with the Minneapolis Star - Tribune in the promotion department. In April of 1949, Harry joined WTCN - TV, Minneapolis, as a staff member, the second member to be hired specifically for TV at this station. WTCN-TV hit the air later that year, and Harry took his present post. In August 1952 WTCN-TV became WCCO-TV, CBS affiliate.

NORM LOUVAU, film buyer and sales manager of KRON-TV, San Francisco, Calif., developed an interest in music at an early age. This soon led him to become a band leader. In this capacity he toured most of the Western States. In 1941 Norm entered the U. S. Army. After his discharge from service, he turned to advertising, leaving that field to join the staff of KRON-FM. When KRON-TV first went on the air, he went over to TV and has been with the station ever since.

●

WILLIAM C. LACEY, manager of the film department at WCBS, N. Y., joined the station this Spring following four years at WABD, where he was film buyer before being named to his present post. At WCBS, Will works under Hal Hough, program director of the station. Before entering the industry, William earned the rank of ensign with U. S. Navy, while at the same time studying at St. Lawrence University and Holy Cross, from which institution he graduated with a B. S. degree.

●

ED HYMAN, film buyer and program director of WOAI-TV, San Antonio, Texas, joined the station as sports director in November, 1949. Ed started his career in radio as a staff announcer. He served in the U. S. Air Force during World War II. Returning to civilian life, he completed his education at Trinity University in San Antonio, Texas, where he majored in psychology and speech. His commentary and interviews are a weekly feature of local wrestling matches televised by WOAI-TV.

WINSTON HOPE, film buyer of WTAR, Norfolk, Virginia, attended the University of Virginia, where he was prominent in the Glee Club, and later attended the Juilliard School of Music in New York. He sang in numerous network programs as a member of several choruses and did solo work in churches from N. Y. to Ala. He entered the Army in 1941 as a private and emerged a captain. Winston joined WTAR as staff announcer and disc jockey and became production manager for WTAR-TV when it opened in April 1950.

●

BARRY HERSH, of WKRC-TV, Cincinnati, O., is perhaps the youngest film coordinator in the TV business, having reached his 21st birthday in October, 1952. His ambition always had been to enter the field of TV, and he took the most menial job at WKRC-TV to get his foot in the door. From that point on, it has been the story of rapid progression upward to his present position. Barry attended the University of Cincinatti for two years, and is a member of the United States Naval Reserve.

●

LABE B. MELL, film director of WTVJ is also general manager of its subsidiary corporation, Reela Films, Inc. Mell has been associated with WTVJ since 1948 when he transferred to the station from his theatre manager's position with the parent organization, Wometco Theatres, Inc. Upon his transfer he was sent to New York where he gained six month's TV experience with the DuMont television network. In 1949 when WTVJ went on the air, Mell was named film director. Mell is married and has two daughters.

JULES HUBER, film buyer of WTTG, DuMont, Washington, D. C., was born and educated in New York. He joined WTTG's film department six years ago, when Washington's first TV outlet was in its acorn days. During World War II, Jules spent four years in the Merchant Marine. At the present time, when he's not buying film, he's buying building supplies and actually constructing a home for himself and family, which he's hoping to occupy this summer. He is married and has two daughters.

●

JAY HICKS, program director and film buyer of KDUB-TV, Lubbock, Texas, joined the station when it hit the air in October 1952. He is a graduate of Texas Western University, having majored in history. Jay got his start in radio at WBML, Macon, Ga., in 1944 after his discharge from the Army. Returning to his native El Paso, Texas, he took the position of program director at KEPO, spending four years there before going to KDUB-TV. Jay is married and has two children.

●

GLENN HARRIS, film buyer of KMTV, Omaha, Neb., is also program manager for the May Broadcasting Co. Glenn started his career with KYSM in Mankato, Minn., leaving to join KMBC in Kansas City, returning to Minnesota, when he joined the KSTP announcing staff. There he developed many of his audience-participation shows, and he was soon getting all of the emcee assignments. When KMTV went on the air in Sept. 1949, Harris found himself solely responsible for the programming on the new TV station.

NICK MUELLER, film director of KRLD-TV, Dallas, Texas, was a member of the staff orchestra of KRLD, Dallas, CBS network affiliate. During World War II, Nick served as a sergeant in the U. S. Army. Following his discharge, he joined KRLD as record librarian. That job lead to his position as film librarian with KRLD-TV at the time the station made its bow in December 1949. His suggestions for film operation were adopted, and he was named film director in August 1952.

●

EDWARD G. MURRAY, film buyer of WPTZ, Philadelphia, Pa., is a graduate of Yale University. He served with the 63rd Division during World War II. Following conclusion of hostilities Ed joined Monogram International Corporation and was sales manager of the non-theatrical sales division. In 1950 he joined the staff of WPTZ as film buyer handling such nationally known local shows as "Frontier Playhouse" and "Hollywood Playhouse." Ed is a member of the Yale Club of New York City.

●

WILLIAM G. MULVEY, film buyer of WNHC-TV, New Haven, Conn., was born in Albany, N. Y. Following graduation from Fordham University in New York City, where he earned a Degree in English and a BS, William joined the Elm City Broadcasting Corp. Shortly thereafter he was appointed to his present position, where he now supervises all program activities together with TV film purchasing. While at Fordham, he was promotion manager, sports-writer and announcer for the University FM station WFUV.

BERT MITCHELL, program director and film buyer of KPRC-TV, Houston, Texas, started as an actor, but turned to directing. After studying at the Pasadena Playhouse in Calif., Bert came back to his native state, Texas, to help direct the Cavalcade of State of the 1936 Centennial. He joined ABC on the West Coast, where he stayed for four and a half years before he was called into the Army. Bert was associated with WFAA-TV before coming to KPRC-TV in 1951 when he took his present post.

●

LELAND MULLER, film buyer of KTLA, Los Angeles, Calif., known to his intimates as Jerry, is a graduate of the University of Southern California, where he majored in cinematography. Jerry joined KTLA's film department in 1946, when the station was known as WXYZ. He was formerly production assistant at 20th Century-Fox. Jerry was a First Lieutenant in the Army Air Force in World War II, a veteran of 85 bombing missions in the China-Burma-India theatre of operations.

●

SIDNEY NADLER, film director of WXEL, Cleveland, O., joined the staff of WXEL, in September, 1951, as assistant film director. He attained his present post a year later. His previous experience includes being film editor for WOR-TV in N. Y. and account executive for WPTR, Albany, N. Y. Sidney was a sound motion picture technician for the U. S. Marine Corps for three and a half years, serving both in the U. S. and overseas. Returning to civilian life, Sidney still maintained his interest in the film business.

ELAINE S. PHILLIPS, film buyer of WSPD-TV, Toledo, O., had her first exposure to television as a member of the all-girl wartime staff of Chicago's WBKB. She worked in all phases of studio and control room operations. Specializing in film programming, Elaine left WBKB in Dec. of 1946 to become film director of WWJ-TV in Detroit. Two years later she returned for a short period to Chicago as film programming consultant for WGN-TV, and later that year assumed her present post at WSPD-TV.

●

WILLIAM B. ROBB, JR., film buyer and program manager of KEYL, San Antonio, Texas, started his career with a dramatic stock company on the West Coast. Going to New York City, Will joined the singing personnel which led to tenor solo work at the Radio City Music Hall. With outbreak of the war he joined the Armed Forces, returning to Radio City upon his release. Going West, Will joined KEYL as senior director before the station went on the air in 1940, and six months later attained his present post.

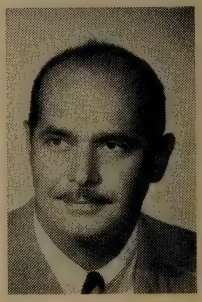
●

QUINTIN P. RENNER, film supervisor of WBEN-TV, Buffalo, N. Y., was born and educated in Buffalo. After high school he taught piano and organ, playing the organ in downtown and suburban theaters in pre-talkie days. Quint was associated with the Buffalo Schools Department in the audio-visual division, taking charge of maintenance and film distribution in the public elementary and high schools. He joined WBEN-TV in 1948, two months prior to the formal inauguration of the station.

ROBERT M. PASKOW, film buyer of WATV, Newark, N. J., comes to TV after twenty years in the motion picture industry with Warner Brothers. Following graduation from New York University, he was employed with the Oxweld-Acetylene Co., in Newark, as an industrial engineer, and later joined the Bremer Broadcasting Corp. Bob, as he is popularly known, was active in organizing the National Film Council in 1948 and served as vice-president-treasurer and chairman of the Television Station Committee.

●

JOHN F. PIVAL, station manager and film buyer of WXYZ-TV, Detroit, Mich., became interested in radio as an advertising medium for theaters, while general manager of Schreiber's theaters. He finally launched his own program on Detroit's WMBC. His theater-radio interests were interrupted in 1942 when he entered the Coast Guard. Upon leaving the service, he returned to WXYZ. When WXYZ-TV hit the air in 1948, John was made program manager and three years later took his present post.



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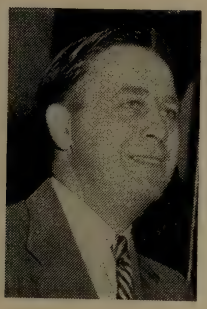
CARL A. RUSSELL, film buyer of WKBK, Chicago, Ill., took his present position in May of 1950, as it was the desire of the company to have someone who had knowledge of film as well as background and experience in judging the public's film desires. Prior to joining WBKB, Carl was with Balaban and Katz Corporation, one of the nation's top theater circuits. He started with the company as an usher and then moved up to chief of service, assistant manager, and finally to manager.



DAVID VAN RENSSELAER STICKLE, film buyer and news director of WMAR-TV, Baltimore, Md., attended Syracuse University. He went to the Baltimore Sunpapers from the Cleveland News. On the latter paper, he was a general assignment reporter. For the Sun he covered the political beats. During the war he rose from private to captain in the Infantry. After discharge he returned to the Sun as a rewrite man, joining the Sunpapers TV outlet in 1947, at the time of its inception.

●

ED WESTON, film buyer and program manager of WCPO-TV, Cincinnati, O., started in radio as assistant news editor at WMCA, New York City, leaving to join WSAV, Savannah, Georgia, as announcer. His next stint was with the Armed Forces Radio Service in the Army. He was with WXLM on Okinawa. Leaving the service, Ed joined WCCC, Hartford, as news editor. His TV career began in 1949 when he left for Cincinnati to open Scripps-Howard's TV outlet as program director with overall operational duties.

●

RICHARD V. THIRIOT, film buyer of KSL-TV, Salt Lake City, Utah, has been in his present post at the station since 1950. Prior to that time he was an advertising agency executive. Richard had been active in production of industrial and commercial motion pictures, when his hobby became his vocation and he accepted a position with the Eastman Kodak Company. Several of his pictures have won national acclaim. He was an Air Force bomber pilot during World War II, flying missions from England to various parts of the Continent.

LYNN TRAMMELL, film buyer of WBAP-TV, Fort Worth, Texas, is a native Texan, graduating from Baylor University. Lynn joined WBAP in 1944 as a secretary in the newsroom, being placed in charge of transcription later that year. Coming to New York a few years later, she attended the NBC Television School for two months in preparation for her TV film duties which were considerably enlarged in September of 1948, the date on which WBAP-TV signed on the air.

●

ROGER VAN DUZER, film director of WLTV, Atlanta, Ga., was born in 1911, and was educated at Brown University. His first radio appearance, as a pianist, took place in 1927. He started announcing a few years later. For eight years he led his own orchestra in the New York area, then returned to radio announcing. Later he was made general manager of WALB, Albany, Ga., going later to WMBR, Jacksonville, Fla., as program director, where he prepared and shot film commercials. In 1951 was made program dir. of WLTV.

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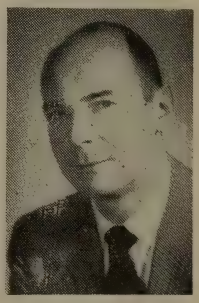

WALTER L. TILLMAN, film buyer of WFIL-TV, Phila., Pa., is a graduate of the U. of P. He began his career in the production department of N. W. Ayer & Son. He was associated with Warner Brothers in the publicity and advertising departments, leaving to operate a chain of neighborhood theaters. During the war years, he was active in war production while employed by the La-Francia Sugar Co., which produced by-products used by the government in production of gun powder. He joined WFIL-TV in 1948.

FRED J. MAHLSTEDT, director of operations for CBS-TV film sales, is a pioneer in the TV film industry, having a long, successful record in advertising and network operations. Before joining the CBS network he was associated with the Arthur Kudner and Erwin Wasey advertising agencies. Prior to June 1950, when Fred was singled out for the job of organizing a film syndication unit for the Columbia network, he was general sales manager for CBS spot radio and TV sales.

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BOB MULHALL, WOI, AM-FM-TV, Ames, Iowa, operations manager, is a graduate of Loras College in Dubuque. He was an announcer and newsman with KDTH in Dubuque before coming to WOI as news director in 1943. When television arrived in Iowa, Bob forsook his news and announcing chores and shifted to his position as operations manager, in charge of the station's business activities, serving also in the film department. The Mulhalls have four children, two boys and two girls, all TV fans.

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KIETH MATHERS, film director of WKY-TV, Oklahoma City, Okla., took the NBC Institute course at Northwestern University, after attending Marshalltown College. He worked as an announcer at KFJB, Marshalltown; KGLO, Mason City, Ia., and WMT, Cedar Rapids. Prior to joining the promotion department of WKY in April, 1947, he was promotion director at KIDO, Boise, Idaho. When WKY-TV went on the air in June of 1949, Kieth was named to his present post.

SANFORD SPILLMAN, film buyer and program director of KPIX, San Francisco, Calif., is a graduate of the University of California. Sandy then joined KSFO as a page boy, progressing to script writer. During the war he served as a naval lieutenant in the Pacific theater of operations, returning to KSFO as news editor. When KPIX began telecasting in 1948, he was transferred to the TV operation as a producer and writer, filling in as director. Spillman was named to his present post in 1949.

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EDWARD A. CALLAHAN, film director of KSTP-TV is a former producer-director of KSTP-TV. He joined the Minneapolis-St. Paul station in 1948 in the television production department, and handled telecasts of football, baseball and hockey games. While in the U. S. Marine Corps, Edward managed nine theaters at Camp Pendelton, Calif. Previous to that he acted as advance man for the Dick Jergens Band. In February 1952 Ed was named to his present post.

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WILLIAM V. ROTHRUM, film buyer of WSYR-TV, Syracuse, N. Y., is also program director. A native of Pittsburgh, Pa., Bill went to Syracuse in 1930 to join the announcing staff of WMBO, Auburn, and a few years later joined WSYR. Since that time he has worked as an announcer, sports director, and finally program director. With television added, he also took over the program director's job in that medium. Bill was recently made a V.P. in the Central N. Y. Broadcasting Corp. which operates WSYR and WSYR-TV.

WILLIAM R. DEERING, president of Video Pictures, Inc., formerly Video Varities, has been associated with MGM pictures on the East and West Coast. He entered the U. S. Navy during World War II, emerging as lieutenant commander. Upon discharge, he returned to MGM in N. Y., leaving to form the Hartford Agency. Simultaneously he was on the board of directors of Video Varieties, remaining at the same time with the agency as V.P. and gen. mgr. until Jan. 1953. Will took his post as president in Jan. 1952.

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WILBUR S. EDWARDS, general sales manager of CBS-TV film sales, has been associated with the Columbia network for the past sixteen years in offices on the East and West Coasts. Prior to his present appointment, Bill was manager of KNXT, CBS TV owned station in Hollywood. His first association with Columbia was as student announcer at WBT, the CBS affiliate in Charlotte, N. C. He joined the station's sales staff in 1937 upon graduation from Davidson College.

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GILBERT S. CANFIELD, film buyer of WEWS, Cleveland, O., was an early staff member of Muzak Corporation. This was followed by a season with the Cleveland Community Fund, after which he spent a summer season at the N. Y. World's Fair with a marionette group. In 1941 he joined WHYN, Holyoke, Mass., as an announcer, and next went with WSPR, Springfield. In December, 1947, Gil joined WEWS as an FM announcer, and a few days later when TV called he transferred, and took his present post two years ago.

HERBERT B. CAHAN, flim buyer and program manager of WAAM, Baltimore, was born and educated in Phila. His first stint was as advertising manager for a Harrisburg department store. In 1941, Herb entered the Army Air Corps as a flying cadet and was mustered out as a major. He then joined the Food Fair supermarket in Phila., in the advertising department, and left to the join the Forward Adv. Agency, then on to WFIL-TV. In 1948 he came to WAAM as operations manager and took his present post a year later.

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FRANK P. CUMMINS, program director and film buyer of WJAC-TV, Johnstown, Pa., took his present post in May 1949, three months before the station began commercial operations. A native of Johnstown, he joined the Pennsylvania Electric Co. after graduation from high school. During the war Frank entered the Air Force and was separated from the service with the rank of captain. Upon release, he returned to the Pennsylvania Electric Co. remaining until he joined WJAC-TV.

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CARL KING, Vice President of Sterling Television Co., N. Y., has had a dual career in video, as announcer-narrator and executive with the makers and distribtuors of films for TV. He is a graduate of the University of Chattanooga, followed by a semester of law at Georgetown in Washington, D. C. Carl has been newscaster, disc jockey and executive in many cities. Since June, 1949, he has worked exclusively in television and films. At Sterling, his duties include production and management details.

ROBERT L. LAWRENCE, President of Robert Lawrence Productions, Inc., N. Y. is a graduate of the U. S. Military Academy at West Point. He was formerly Vice President of Jerry Fairbanks, Inc. and prior to that was with RKO Pathe in N. Y. Robert Lawrence Productions are producers of TV and non-theatrical motion pictures, and are currently producing "Vacationland America," TV program featuring John Cameron Swayze, in addition to TV film commercials for Colgate-Palmolive-Peet Co. and others.

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ALBERT G. ZINK, program manager of WRGB, Schenectady, N. Y., is a graduate of Hobart College. Following graduation, Albert became an announcer before joining WGY. He entered the Army in 1942 as a private and rose to the rank of captain. A civilian again, he returned to WGY where he was placed in charge of science broadcasting and program supervision. In 1947 he was made supervisor of programs at WRGB, and a few years later was named manager of all General Electric's broadcasting stations.

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FRANK FERRIN, owner of the television, radio and film production company bearing his name, in Hollywood, produces "Smilin' Ed's Gang" on CBS TV and radio. He entered radio via WRHM (now WTCN) in his native city of Minneapolis, doing the lead in a comedy act at night and selling time for the station during the day. Frank was formerly vice president for Leo Burnett Co., Inc., until he organized his own firm. He has just completed production on his first theatre film, "The Hindu," filmed in India.

ARTHUR A. MAYERS, president of Unity Television Corporation, was at one time general manager of Colorfilm. While in that post he helped to establish the present Cinecolor Company. His next move was to become sales manager of Atlas Cinephone. From there he joined World Pictures Corporation as sales manager staying there for twelve years. In 1942, Archie became assistant to Jules Levy, president of Mayfair Prods., remaining for eight years before heading Unity in 1950.

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HOMER DUERR, treasurer of Bing Crosby Enterprises, Inc., and budgeter of its TV film department, served as a member of the U. S. Air Force during World War II. He followed this with a term as special auditor for Arthur Anderson & Co., and later set up his own private accounting firm. Among many other firms, he served Enterprises. Homer is also comptroller of Bing's Things, Inc., director of Bing Crosby Ice Cream Sales, Inc., and auditor for Bing Crosby Minute Maid Corporation.

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JOHN MITCHELL, newly elected vice president of ABC, assumes supervision of WBKB, Chicago, ABC's owned video station. Upon graduation from Miami University in 1931, he joined Balaban & Katz Corporation, and was placed in charge of the Indiana Theaters operated by Great States Theatres, Inc., a B & K subsidiary. In 1948 John was transferred to the general managership of B & K's TV station in Chicago. Following the merger of ABC and UPT, Inc., he joined ABC in his present post.

CHARLES MICHELSON, president of Charles Michelson, Inc., established his transcription program firm in 1938. He pioneered in the sale of network type dramatic programs on transcriptions for local station use. He has been identified with such programs as "The Shadow," "Nick Carter" and "Hopalong Cassidy." He pioneered in the development of bloc dramatic programming currently featured on hundreds of stations with as many as ten different mystery program series weekly.

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GERALD (JERRY) KING, president of United TV Programs, Inc., is also president of Standard Radio Transcription Services, Inc. He entered the broadcasting field via the Los Angeles Daily News. When Jack Warner became interested in his radio articles Jerry was offered the managership of KFWB, Hollywood, remaining there for eleven years. In 1934 he and Milton Blink started Standard Radio. Jerry was the organizer and first president of the Southern California Broadcasters Assn.

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HARRY WAYNE McMAHAN, president of Five Star Productions, Inc., recently celebrated his 25th year in advertising. His book, "The Television Commercial," published in 1952, was one of the first texts on the subject. Harry was born in Indiana, raised in Texas where he became city editor of a country weekly at sixteen. He then went into advertising and wrote and produced more than 1,000 radio shows on ABC. In 1938 he established Five Star Productions, Inc., specializing entirely in advertising films.

EMANUEL DEMBY is president of Demby Productions, Inc., television and motion picture producers, and of the Demby Company, public relations firm. He is the author of the book titled "My Forty Year Fight For Korea," named by the New York Times and Herald Tribune as one of the outstanding biographies of last year. Since 1936, he has pioneered with such radio and television programs as "What's Playing?," the first TV show to wed the movie industry and TV on a regular basis.

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BOB CLAMPETT, executive producer and creator of "Time for Beany," syndicated nationally through Paramount TV Prod., at the age of ten drew cartoons for the L. A. Times Junior section and won several prizes. When he was 16 he drew the sketches of the Mickey Mouse doll which was sold to Disney. He joined the Leon Schlesinger studios, starting as apprentice artist and progressed to director of "Merrie Melodies" and "Bugs Bunny." "Time For Beany" hit the air in Feb. 1949 on KTLA.

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JOHN B. CRON, national sales mgr. for the NBC film div., attended Princeton University before enlisting in the U. S. Air Force during World War II. Prior to NBC, he served as assistant film director of CBS TV after a year as gen. mgr. for Monogram Pictures in the West Indies. Prior to that he was a sales representative for Monogram International. John's responsibilities include the syndication of such TV film properties as "Hopalong Cassidy," "Douglas Fairbanks Jr. Presents" and others.

ISIDORE LINDENBAUM, president of Filmcraft Prods. in Hollywood, was formerly an attorney. In 1941 he was admitted to practice before the United States Supreme Court. It was shortly thereafter that he became interested in television, so interested that he soon began devoting his full time to the development of Filmcraft. His company films the Groucho Marx "You Bet Your Life" series for NBC and is also producing "Small Wonder." He is known to clients and employees alike as "Lindy."

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HERBERT SCHEFTEL, president of Telenews Productions, Inc., N. Y., is also head of the Great Plains TV Properties, Inc., having construction permits for stations in Duluth, Little Rock and Sioux City. Herb started out as a member of the Stock Exchange, but quickly became interested in the production of visual news. At present Telenews is servicing some 100 stations, in addition to such features as "This Week in Sports," and "Sports Extra" distributed by INS.

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JOHN F. HOWELL, director of sales and merchandising for Paramount TV Prod., Inc., joined the organization in 1950 with duties primarily involved in the exploitation of Paramount's "Time For Beany." During World War spent five years in the U. S. Marine Corps, attaining the rank of Major. Prior to joining the Paramount organization, John was vice president of Stephen Slesinger. John is now in charge of the national syndication of "Beany," "Wrestling from Hollywood," and "Hollywood Reel."

WILLIAM VAN PRAAG, head of Van Praag Prods., N. Y., produces and directs both film commercials and features for television. He has been associated with Bray Studios, Jerry Fairbanks, and was president of General Business Films. Prior to forming his own company, he did some pioneer film work for NBC TV. He served a three-year hitch with the U. S. Army during World War II. Some of Van's accounts are Ballantine Beer, Ford and many others. He is the holder of the International Film Festival Award.

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CHARLES W. CURRAN, president of Times Square Productions, Inc., worked as a matinee projectionist in his high-school days in Auburn, N. Y. The first half of his business life was spent as copywriter and account executive with leading advertising agencies. He has been engaged in every phase of the movie business from production to exhibition. His play "Ad Man" was made into a feature by RKO-Radio. Charles is the writer and publisher of "The Handbook of Motion Pictures For Business Men."

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LOUIS D. SNADER, president of Snader Telescriptions, Corp., Calif., started in the movie business via the real estate end of it. He bought and sold several small motion picture theaters, then expanded to the Midwest and the West Coast. Though he moved to California to retire, it was in 1948 that he started to finance motion pictures, then backed his original "Fireside Theatre" for television. Currently in production of a series of 117 half-hour musical TV films, starring Liberace.

PETER F. ELGAR, head of Peter Elgar Productions, Inc., of New York, is a Viennese and the holder of three Ph. D. degrees from well-known continental universities. His firm concentrates on the production of documentary, educational and industrial films, as well as spot commercials for use by television stations. He was associate producer and director of the famous "Madchen in Uniform," one of the all-time greats of the motion picture industry. Peter has resided in Paris, Berlin, Rome and Hollywood.

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MILTON BLINK, vice president and co-owner of Standard Radio Transcriptions, is also executive v. p. of United Television Programs. Educated at the University of Michigan, Milton was active in college dramatics. He acted in, and directed, the Wisconsin Players workshop series on WIMS, Milwaukee. In 1933 he established and became co-owner of Standard Radio Trans., and has been with the organization since. Early in 1951, together with Standard's Gerald King, he organized United TV Programs.

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WILLIAM MIESEGAES, president of Transfilm, Inc., was born in London, and received his education at Harrow and in Switzerland. He was associated with the British firm of Maclaine, Watson & Co., for ten years, four of which were spent with the company's Far Eastern office in Indonesia. Filming a travelogue in Mexico, in 1940, led him into the motion picture business and eventually to the forming of Transfilm, Inc. In 1951 his company produced Gian-Carlo Menotti's "The Medium."

JOHN GUEDEL, producer and vice president of John Guedel Radio Prod., Calif., is only a v. p. because everyone in the organization holds the same title. There is no president. After various jobs, John decided he wanted to write and joined Hal Roach where he wrote "Our Gang" and "Laurel & Hardy" shorts. He was writing radio scripts for a Los Angeles agency and while there, worked out the formula for "Pull Over Neighbor," forerunner to "People Are Funny" on the air for over 10 years on NBC.

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THE REV. JAMES K. FRIEDRICH, president of Cathedral Films, was quick to convert his backlog of 40 religious film productions for television presentation. His present plans call for a complete new series geared especially for the sight-and-sound medium. Frequent cross-country tours and participation in industry workshops have established him as an expert in the TV film field. "I Beheld His Glory," one of Dr. Friedrich's best known productions, was completed at a cost of $100,000 for release during the Easter season.

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ROBERT GROSS, executive producer and partner of American Film Producers, N. Y., was production chief for the U. S. Air Force Combat Service during World War II. In 1946 following the close of the war, he formed the present company with L. A. Glesnes. Prior to the war, Bob was regional supervisor of public relations for the New York State Education Department and later chief of photography for the N. Y. State Bureau of Publicity. He was one of the first to standardize packaging and labeling of TV commercials.

NORMAN C. LINDQUIST, vice president and director of TV of the Atlas Film Corp., Oak Park, Ill., is a graduate of De Paul University. He originally started on a professional musical career, but this was interrupted when he joined the Navy. Upon separation from Naval Service, Norman joined the TV advertising dept. of Commonwealth Edison Co. as copy writer. He left Edison to become V.P. and director of TV Advertising Prods. He was associated with the Malcolm-Howard Adv. agency as director of TV.

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PAUL PARRY, head of Paul Parry Productions in Hollywood, entered into production of TV feature and spot commercial films during the early days of the television industry. His background includes years of association with major studios in Hollywood and later in the filming of corporation training films. Presently, Paul Parry Productions is shaping for the TV market a series of TV program films of a human interest-situation format titled "Cameras & Models In Action."

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BOB LONGENECKER, president of Telepak and head of his own artist agency in Hollywood, joined the Kiesewetter Advertising Agency following his graduation from Penn State College. He joined CBS as producer - director for KNX in Hollywood, and later served as head of the radio - TV departments for both Myron Selznick Agency and Sam Jaffee. Radio's "Family Theatre" success story includes credit for Bob's pioneer work and production with Father Patrick Peyton.

JACK H. HOFFBERG, president of Hoffberg Productions, Inc., is a pioneer in the motion picture business, starting his career in 1914 in the early days of the skyrocketing industry. He was export manager for Goldwyn Pictures Corporation until time of the merger with Metro in 1924, leaving to establish his own firm. He was one of the first to enter TV production and distribution, dating back to 1940. Jack is now contemplating production series of half hour adventure films in Europe.

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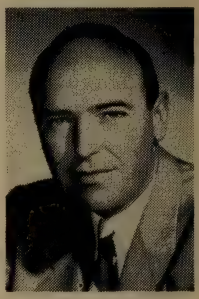
DWIGHT W. WHITING, western sales manager of Consolidated Television Sales, took his present post in April of 1952. He entered television with KTTV, Los Angeles as an account executive. Prior to KTTV, he was associated with KAGH, Pasadena, and Conde Nast Publications, Inc., serving with both organizations as account executive. Dwight later served with the Army Air Force during World War II. Upon release from the Army, he graduated from the Babson Institute of Business Administration.



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ROBERT H. REID, TV sales manager for International News Service, started the development of news tape for TV way back in 1946. Following graduation from Cornell University, Bob embarked on a Wall St. career with E. A. Pierce & Co. He organized Radio Chart in 1938, a radio log page for daily newspapers. Bob joined the INS sales staff, leaving two years later to enter the Army Signal Corps. Upon discharge, he returned to INS as assistant sales mgr. and two years later was named to his present post.

EDWARD J. LAMM, president of Pathescope Co. of America, Inc., entered the industrial film business by forming Advertising Film Associates in 1933, and six years later took over Pathescope. During the war years, he produced a great many training and orientation films for the Navy and other government agencies. The company produces industrial and educational films, TV commercials and TV programs. Ed has been active in the formation of the Film Producers Assn. of N. Y.

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J. R. BRAY, president of Bray Studios, New York City, produces educational films for schools, hospitals, and the Armed Forces training programs. He began as an artist on the Detroit Evening News and later became associated with the Brooklyn Daily Eagle. In 1905 he invented and developed the animated motion picture cartoon processes and introduced the first animated cartoon in theaters. John produced a large number of training films for the U. S. Government during World War II.

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RALPH COHN, V.P. and general manager of Screen Gems, Inc., subsidiary of Columbia Pictures, received his initial training in the motion picture production field as executive producer at Darmour Studios and Columbia. He was associated with Mary Pickford and Buddy Rogers in Triangle Prods. prior to serving in the U. S. Army. Ralph returned to Columbia, remaining until he formed Telefilms, Inc. and Telespots. The following year he joined Screen Gems as gen. mgr. and was elected V.P. late in 1952.

PAUL F. HEARD, president of Paul F. Heard, Inc., attended Lawrence College, (Appleton, Wisc.) and the University of Minnesota. He was production supervisor in the Visual Education Department of the University of Minnesota. Paul has been associated with Methodist Church Headquarters as director of films, and also served as film evaluator, United Nations Central Training Film Committee in Washington, D. C. He is a member of many film associations.

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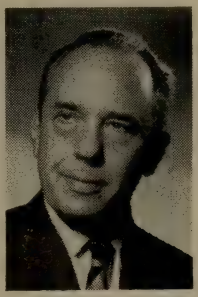
DAVID I. PINCUS, president of Caravel Films, N. Y., established the firm with two partners in 1923. He was set designer for the old Universal Studios in Coytesville, N. J. After a period as manager of the educational dept. for Fox, making films for Cunard and others, Dave joined Lejaren A. Hiller, and when Hiller's studio became part of Underwood & Underwood he went along. He is v.p. of the Film Producers Assn. and co-chairman of the Film and TV committee of the N. Y. Board of Trade.



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CARL DUDLEY, president of Dudley TV Corp., and Dudley Pictures Corp., produces industrial, travel, education and television films for both commercial and entertainment use. While working as a writer in the shorts subjects department at Warner Brothers Studio, he obtained the Santa Fe Railroad as his first account and thus began to set hmself up in business. Today Dudley TV Corp. does the commercials for the "I Love Lucy" show, "Judge Dunhill" and many others.

W. WALLACE ORR, president of Tel Ra Productions, is a pioneer in the production of sports films for television. Prior to establishing Tel Ra, he was vice president of the N. W. Ayer Agency and acted in a supervisory capacity for several national accounts. Wally was responsible for the introduction of the Atlantic Refining Company sports broadcasting program in 1936, including the procurement of football, baseball and basketball rights for presentation on the air.

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MARC FREDERIC, general manager of the TeeVe Company, California, produces the quarter-hour show "Little Theatre." This is the program with the two O. Henry type vignettes, in which the real punchy climax comes at the very close. Marc joined forces with Gifford Phillips and Ludlow Flower, Jr., owners of this company and used his knowledge of merchandising gained in the retail business to successfully put this program on the air in 42 cities within two years.

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SAUL J. TURELL, president of Sterling Television Co., is a native New Yorker. He attended City College of N. Y. From 1942-46 he was in the Army and served in the South Pacific. After his discharge, Saul joined Official Films. He organized Sterling Films in 1946 in partnership with Robert Rhoades. The primary business was in the home movie, educational field, but in 1949 when Bernice Gow joined Sterling, a television department was set up, which proved a major factor in the Sterling progress.

PHILIP N. KRASNE, co-owner of Gross-Krasne, Inc., Calif., was formerly a barrister. He became engaged in independent motion picture production and began to produce the "Charlie Chan" series of movies. In association with Fred Ziv, he acquired the rights and began filming "The Cisco Kid." In 1950 as president of Cisco Kid Pictures, sold his interest in the company to Ziv TV. Gross-Krasne, Inc., have completed 26 "Big Town" pictures for TV under the sponsorship of Lever Bros.

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HENRY USHIJIMA, head of motion picture and television services at George W. Colburn Laboratory, Inc., (Chicago) began working at M-G-M while still a student at the University of California. After graduating from UCLA's School of Business Administration, he was offered a full-time position in the M-G-M sound department. Later he became a cameraman, and joined the staff of Columbia Pictures. During the war he made films for the United States Navy and the OWI.

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HAL ROACH ,JR., vice-president of Hal Roach Studio, Calif., is also president of the Academy of TV Arts & Sciences. He has been film editor, writer and director. Hal now produces "My Little Margie," "Racket Squad" and "Trouble With Father." Hal served with the Army Air Corps during World War II. The Hal Roach Studio is the only one in Hollywood still being operated by the man who built it, Hal Roach. The studio itself produces "Amos 'n' Andy" for CBS and "Life of Riley" for NBC.

VICTOR KAYFETZ, head of Victor Kayfetz Prods., Inc., N. Y. C., established the firm in 1946. He served with the U. S. Army Pictorial Service in India and Burma during World War II. Prior to the war, he was writer-photographer for picture magazines, which took him to India and the Virgin Islands. With the advent of TV, he moved to Hollywood, Cal., and produced one of the first films specially made for TV for Vallee-Video, Inc., subsequently returning to the East to continue TV production.

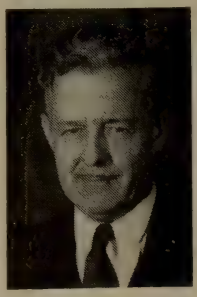
NATHAN SOBEL, president of Cineffects, Inc., N. Y., is also part owner of Color Service, Inc., in association with Robert Crane. He has been associated with Consolidated Film Industries, Advance Trailer and Du-Art Film Labs. He became experienced in production problems, animation, special effects, with the firm of Audio Productions. In November of 1939 he started, and presently owns, his own special effects, animation, art title, and insert studio known as Cineffects, Inc.

BERNARD HOWARD, president of Academy Film Productions, Inc., Chicago, took his present post in 1950. He has been associated with Arthur Meyeroff & Co., W. E. Long Co., Malcolm - Howard and CBS as writer-producer-director. While he had his own radio-TV production firm, serving as packager and consultant to many agencies, he sold a network program idea, called "Name The Movie" to Roche, Williams & Cleary, which was aired for 26 weeks out of Hollywood.

AL BUFFINGTON, was "campus commentator" on WJSV, Washington, D. C. (now WTOP) while attending the American University. After graduation Al joined WCAO, Baltimore, and later became associated with WFBR in the same city. He served as a lieutenant in the U. S. Navy during World War II. Upon discharge Al established his own radio production company in 1946, and syndicated the "Quiz of Two Cities" in 30 cities throughout the country. In 1948 Al opened a branch office in Hollywood, Calif.

JOHN A. NORLING, president of Loucks & Norling Studios, Inc., N. Y., established the firm with Arthur H. Loucks in 1923, and since that time has produced over a 1000 film subjects. He pioneered in stereoscopic motion picture research starting in 1921, and in 1933 produced three - dimensional anaglyph motion pictures released by MGM. He is the author of technical articles on cinematographic subjects in general, including animation, trick photography and three-dimensional photography.

SETH (TOM) BAILEY, president of Tom Bailey Prods., Inc., Tucson, Ariz., was formerly a newspaperman. He left the Chicago-Herald Tribune in 1939 to write for magazines, and since that time has sold over 700 short stories and novelettes. Three years ago Tom became interested in the making of films for TV, and together with Charles Herbert launched the Southwestern Motion Picture and TV Corp. In 1952, Tom organized his present company, currently producing "The Sagebrush Kids."



IRVING MACK, president of Filmack Trailer Co. of Chicago and New York, organized the company thirty-four years ago, at the age of 24, due to the lack of special trailer companies in the Midwest. He attended Wendell Phillips High School and while still in his teens became assistant publicity director of White City Amusement Park. Prior to Filmack, he was associated with the Universal Film Company as publicity manager. His three sons are all part of Filmack Studios of Chicago.

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LINDSLEY PARSONS, independent film producer who releases through Allied Artists Productions, Inc., is a former newspaperman. Following his graduation from the University of California, he joined the old Los Angeles City News Service. In 1931 he joined Monogram motion picture production organization, as a one man publicity department, later writing western films, and then producer. In his career as producer, he has launched such stellar players as Marjorie Reynolds and Gale Storm.

•

HERMAN HACK, president of Hack Productions, Calif., has spent twenty seven years as an actor, stunt-man and double for many stars in motion pictures, prior to his producing religious youth films. He not only writes, produces, directs and stars in his pictures, he also edits, distributes and even presents his film before audiences on occasions. He teaches Sunday School in his spare time. Herman is widely known as the "Frontier Parson," the cowboy who carries a Bible into action instead of a gun.

ROBERT ANGUS, president of Volcano Productions, Inc., Calif., and General Service Studios, has covered in his extensive experience nearly every facet of the industry. He was a script writer at Fox, until he joined the editorial department at Columbia and subsequently wrote "Armored Car Robbery" for RKO. During the war Angus served with the U. S. Army Signal Corps Photographic Center as film editor of "Army-Navy Screen Magazine," "G. I. Movie Weekly" and others.

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FREDERICK A. NILES, vice president in charge of motion pictures and TV of Kling Studios, is a graduate of the U. of Wisconsin. During the war, Fred served in the Information Education Division of the War Dept. A civilian again, he joined WAAF, Chicago as news editor. Next step was to Kling, where he originated the video division in 1947. He steered the way from one account to more than a hundred, from TV spots to TV shows, and from a skeleton staff to one of the nation's largest.

•

BEN GRADUS, president of International Movie Producers' Service is also president of Ben Gradus Studios. He produced and directed the first important film about TV, "Television Today," for CBS in 1949. He is currently producing a series of films on the subject of tolerance projected for TV programs, regarding the Puerto Ricans in the U. S. Among the products for which he produces TV spots are Vitalis, Goodrich, Arrid and others. Ben is married and has a son and daughter.

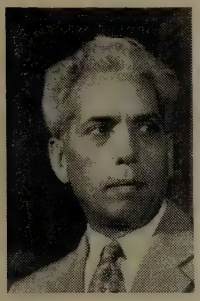
GILBERT A. RALSTON, co-producer with Arthur Ripley of Sovereign Productions, Inc., Calif., was born and reared in the sunny state. He has been associated with the NBC network as writer-director, later joining Compton Advertising Inc., as manager of night-time radio for the agency. He joined Procter & Gamble Productions, Inc., as executive producer, following with Screen Televideo Productions as producer. The year 1952 brought Gil to Sovereign Productions in his present post.

•

SHAMUS CULHANE, president of Shamus Culhane Prods., Inc., started as an animator in 1924. He has worked on more than 250 animated pictures for all of the major Hollywood movie studios. He was with the Walt Disney Studio for five years as a pantomime specialist on such pictures as "Snow White," "Pinnochio" and the "Pluto" series. He has credits on two Academy Award feature pictures. Shamus established his own studio six years ago and is now primarily engaged in making TV commercials.

•

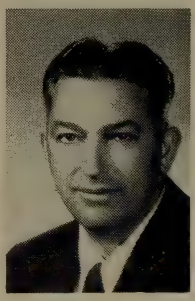
VINCENT J. NOLA, owner of Nola Studios, Inc., N. Y. C., studied voice in Buffalo, N. Y., as a youngster, later moving to N. Y. C., to resume his studies and establish himself as a vocal coach. He established 16 studios at Steinway Hall, equipping some of these with recording facilities. The operation was such a success, he acquired 17 more in the WMCA Bldg., six of which are fully equipped for production of tape and disc transcriptions. His lc est venture is motion pictures for TV.



HARVEY CORT, president of Olio Video Productions, Inc., N. Y. C., is a graduate of New York University with a BA degree. He wrote and directed dramatic and special events programs for WNYC, later joining WHN as assistant station manager. While in the Army during the war, Harvey produced radio shows for the Sixth Service Command, and produced theatrical and athletic programs with amputee and paraplegic veterans. He formed Olio Video to distribute features and westerns to TV stations.

•

ARMAND L. SCHAEFER, president of Flying A Pictures, Inc., is also executive producer of Range Rider Productions, and S.H.A. Company. He entered the motion picture business with Mack Sennett, film comedy pioneer, as a property man. Rapid progress brought Armand to many movie studios as director. He became a producer on the first Gene Autry serial for Mascot, and wrote the original story for the picture, "Tumbling Tumbleweeds." Armand took his present post in 1950.



•

HENRY BROWN, president of Atlas Television Corporation, N. Y., established the organization in 1948. He is a native New Yorker and attended City College of N. Y. and Columbia University. He has been in the motion picture business over twenty-five years as an exhibitor, owner of a chain of theatres in N. Y. and N. J., and producer of motion pictures. Henry has collected a vast library of features, westerns and other subjects, which Atlas now distributes to most TV markets.

WILBUR STREECH, owner of Wilbur Streech Productions, N. Y., is a graduate of U.C.L.A. in his native Southern Calif. He entered the animation field as a member of Walt Disney's staff. Will entered the Army where he organized animation production as a captain in the Signal Corps. On release from service, he became a partner in Triangle Films, which was then producing a series of one-reel animated musicals for Universal. After completion of this series, he formed his present firm.

•

FRED FELDKAMP, managing editor of The March of Time, did sports correspondence while in prep school and sold a short story to the New Yorker at the age of 17. After college, Fred worked for the Brooklyn Eagle and contributed to magazines ranging from Asia to Vogue. He served three years as a Marine combat correspondent. A civilian again, Fred joined Time, Inc., in 1945, as a Life text editor and two years later moved to The March of Time, taking his present post last year.

•

ROBERT GUGGENHEIM, JR., recently named gen. mgr. of Major Television Productions, Inc., Culver City, Calif., joined the company after four years as head of NBC TV's film dept. at KNBH, Hollywood. Prior to that he was in the U. S. Naval Reserve for 42 months and was discharged as a lieutenant commander. Before joining the Navy, he was associated with CBS at KNX, Twentieth Century Fox and David O. Selznick Productions. Before joining the entertainment field he was an [illegible] lawyer.

HALSEY BARRETT, eastern sales manager of Consolidated TV Sales, is a graduate of Harvard Business School. After a brief stint with a Wall Street brokerage firm, Halsey joined WOR as a sales promotion man. He has been associated with WNEW as promotion manager and in 1940 joined Tide magazine. He left there to join the Navy in December 1941. Following his discharge he joined CBS TV, later moved to DuMont, and a year ago was named to his present post with Consolidated.

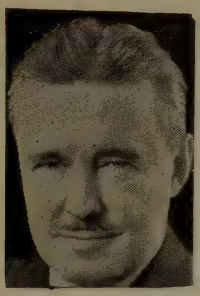
•

BERNARD J. PROCKTER, president of Prockter Productions, Inc., attended the Universities of Chicago and Wisconsin. From 1929 to 1934 he was assistant national program director of CBS, where he developed and supervised the "Bing Crosby Show," "Morton Downey," "Kate Smith" program and many others. The next two years found him as supervisor of CBS owned stations, then he joined Biow Company as director of radio, resigning in 1944 to form his own company.

•

ROBERT W. SCHOFIELD, head of the TV feature and commercial film department for Telenews Productions, joined the company in February 1951. Since that time Bob has turned out commercials for numerous accounts, including Esso, Wheaties and Tintair, as well as sequences for "We the People," and others. Prior to joining Telenews, he was with the March of Time, for whom he produced documentaries, and after a brief period was promoted to production manager.

PAUL RAIBOURN, V.P. of Paramount Pictures Corporation, heads up the company's video interest as president of Paramount TV Productions, Inc. His early surveys of TV's potentialities led to Paramount's profitable 1938 investment in Du Mont Labs, as well as to the establishment of KTLA in 1942. Paul joined Paramount in 1921 and rapidly attained a reputation as an analyst of boxoffice values in relation to costs and public psychology in the entertainment industry.



●

LYLE DeMOSS, film buyer of WOW and WOW-TV, Omaha, is a pioneer of radio and TV, starting his radio career 30 years ago. Before joining the staff of WOW as production manager in 1937, Lyle served at several Nebraska stations. After joining WOW, he did a great deal of on-the-air work in addition to his duties, as a result of which his voice became well known to midwestern audiences. In 1949 when WOW-TV emerged, Lyle became its program director, and later became assistant general manager of WOW, Inc.

●

WILSON M. TUTTLE, has recently been made president and member of the board of directors of United Television Programs, Inc., newly associated with Gross-Krasne Prods., Inc., and Studio Films, Inc., under the UPT banner. Bill recently resigned as V. P. in charge of radio and TV and a member of the board of Ruthrauff & Ryan. Bill had been associated with A. & S. Lyons, Inc., as head of the firm's N. Y. office, where his major job was creating, building and selling package shows.

REUB KAUFMAN, president of Guild Films is a veteran ad agency man of twenty-two years. He entered the TV film business in 1950 because his agencies "live" program headaches convinced him that films were the ultimate answer to profitable television programming. Reub resigned as president of Snader Telescriptions early in 1952 and organized Guild Films as a film packaging and distributing organization. He got into production with the "Liberace" show in January 1953.

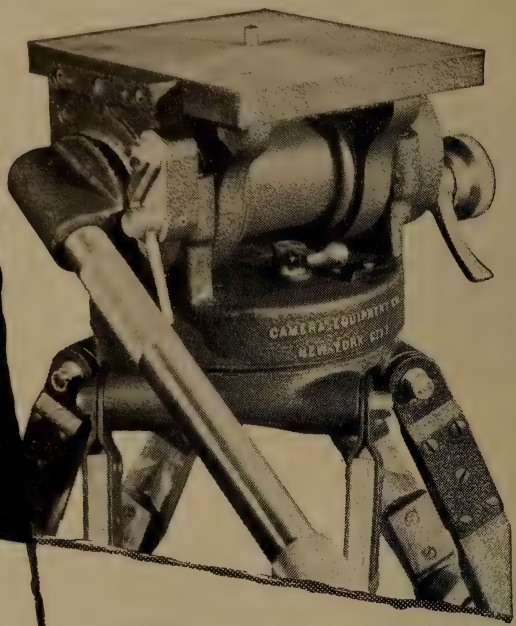
●

JACK J. GROSS, in partnership with Philip Krasne, of Gross-Krasne, Inc., Calif., has been a producer at Universal and RKO, producing some of Hollywood's biggest boxoffice successes. While a student in N. Y. C., the place of his birth, his desire was to be around show people. His family moved to the midwest where Jack joined Maupin's Chautauqua concert orchestra, later assuming the post of theatre manager in Eldorado, Kans. Still later he became western division mgr. of the RKO theatres.

●

STUART REYNOLDS, head of Reynolds Productions, Calif., is one of the very few advertising men active in TV film production and sales. He was formerly with Lord & Thomas, B.B.D. & O, Erwin Wasey, General Mills, and the Don Lee Broadcasting System. Stuart has sold television film programs on a regional and local basis to such clients as Sunkist, Rainier Beer and many others. Headquartering on the West Coast, Stuart is a frequent commuter between New York City and Beverly Hills.

From
Station Break
to Feature . . .
the NEW
"BALANCED"
TV Tripod
is doing a
whale of a job
every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.

We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

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DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

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Costumes
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Laboratories
Screening Rooms
Storage Vaults
Puppet Makers
Cartoon Producers
Color Processes
Background Processes
Ventilation Equipment
Stock Shot Libraries
Spot and Flood Lamps
Prizes, Premiums, Etc.

TV SERVICE FIRMS

(Also see Equipment Manufacturers)

☆

Large Screen

General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.
Radio Corporation of America, Camden, N. J.
S.O.S. Cinema Supply Corp., 602 West 52nd St., New York, N. Y.

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
Camera Equipment Co., 1600 Broadway, New York., N. Y.
Century Projector Corp., 729 7th Avenue, New York, N. Y.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
National Theatre Supply, 92 Gold St., New York, N. Y.
Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.
Raytone Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Projectors

Advance Projection Theaters, Inc., 729 Seventh Ave., New York 19, N. Y.
Ballantyne Co., 1707 Davenport St., Omaha 2, Nebr.
Brenkert Light Projection Co., 6545 St. Antoine Ave., Detroit, Mich.
Century Projector Corp., 729 7th Ave., New York, N. Y.
Camera Equipment Co., 1600 Broadway, New York,, N. Y.

Spot and Flood Lamps

Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.
Amplex Corp., 111 Water St., Brooklyn 1, N. Y.
Ariel Davis Supply Co., 373 West South Temple, Salt Lake City, Utah.

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radio shows . . .
contests . . .
campaigns . . .

among satisfied clients

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"The Big Payoff"
"Strike It Rich"
"Greatest Man On Earth"
"The Magic Horseshoe"
"Let's Go Bowling"

Tele-News Productions — "Telequiz"

TV Guide "Space Patrol Contest", Cerebral Palsy Telethons, March of Dimes Campaign, Damon Runyon Campaign, etc.

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Spotlight Promotions
123 West 44th Street
New York, N. Y.
PLaza 7-0800

★ ★ ★ TV SERVICE FIRMS ★ ★ ★

Best Devices Co., Inc., 3459 W. 104th St., Cleveland 11, O.
Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
Compco Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
General Electric Co., Nela Park, Cleveland, O.
International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.
Kliegl Bros., 321 W. 50th St., New York, N. Y.
Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha 2, Nebraska.
Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
National Theater Supply, 92 Gold St., New York, N. Y.
Radiant Lamp Corp., 300 Jeliff Ave., Newark 8, N. J.
S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
Strong Electric Corp., 87 Park Avenue, Toledo, O.
Sylvania Electric Products Co., 500 Fifth Avenue, New York, N. Y.
Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.
Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.
Radio Corp. of America, Camden, N. J.

Carpets

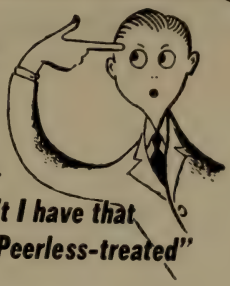
Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.
Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.
Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.
A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y.
James Lees & Sons Co., Bridgeport, Montgomery County, Pa.
C. H. Masland & Sons, Carlisle, Pa.
Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

Background Processes

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Highland Ave. (38).....HIllside 7471
Anderson, Howard A.
1611 Cosmo St.....HUdson 2-1247
Cinecolor, Inc.
2800 S. Olive St., Burbank...ROckwell 9-1126
Cinema Research
7000 Romaine, Hollywood (38).HUdson 2-7464
Consolidated Films Industries, Inc.
959 Seward St.....HOllywood 9-1441
Dunningcolor Corp.
932 N. La Brea Ave.....GRanite 3174
Mercer, Ray
4241 Normal Ave.....OLympia 8436
Pacific Title & Art Studio
6350 Santa Monica Blvd....HEmpstead 5611
Pathe Laboratories, Inc.
6828 Santa Monica Blvd...HOllywood 9-3961
Rabin, Jack
7324 Santa Monica.....GLadstone 4126
Technicolor Motion Picture Corp.
6311 Romaine St.....GRanite 1101
Telefex
5919 Sunset Blvd.....PL. 7-0780
Williams Film Labs.
1040 N. McCadden Place.....HIllside 8131

Famous last words we hope you, Mr. Distributor, never have to say.



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PEERLESS-*treated prints start off right and maintain their good condition longer for more bookings.*

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Acme Film Laboratories, Inc.
1161 N. Highland Ave. (38) . . . . . HIllside 7471
Associated Film Laboratories
5631 Hollywood Blvd., Hollywood (28)
HIllside 8195
Cinecolor Corp.
2800 S. Olive Ave., Burbank . . ROckwell 9-1126
Columbia Pictures Laboratory
1443 N. Beachwood Drive (28)
GLadstone 5122
Consolidated Film Industries
959 Seward St. (38) . . . . . HOllywood 9-1441
Dunningcolor Corp. Motion Pic. Lab.
932 La Brea Ave., (38) . . . . . GRanite 3174
Eastman Kodak Processing Laboratory
1017 N. Las Palmas Av., (38)
GLadstone 7151
Flora Color
1103 N. El Centro Ave., Hollywood
GRanite 9559
Hollywood Film Enterprises, Inc.
6060 Sunset Blvd. (28) . . . . . HIllside 2181
Hungerford Labs., Inc.
6327 Santa Monica, Hollywood . . HUdson 2-3237
Mercer, Ray
4241 Normal Ave. (27) . . . . . OLympia 8436
Modern Movies, Inc.
6018 Fountain Ave., Hollywood (28)
HEmpstead 1744
Pathe Laboratories, Inc.
6823 Santa Monica Blvd., (38)
HOllywood 9-3961
Peerless Film Processing Corp., 959 Seward St., Hollywood . . . . . HIllside 7156
Precision Film Laboratories, Inc.
1107 S. Robertson Blvd. (35) . . BRadshaw 2-2340
Producers Photographic Laboratory, Inc.
860 N. Fairfax (46) . . . . . WHitney 4962
Richters Film Lab.
1715 N. Mariposa Ave., (27) . . OLympia 3215
Technicolor Motion Picture Corp.
6311 Romaine St., (38) . . . . . GRanite 1101
Teleflim, Inc.
6039 Hollywood Blvd. (28) . . HOllywood 9-7205
Williams Film Laboratories
1040 N. McCadden Pl. (36) . . . . . HIllside 8131

SAN FRANCISCO, CALIF.

Ball Film Laboratory
1256 Howard St. . . . . UNderhill 1-8638
Commercial Film Enterprises
125 Hyde St. . . . . ORdway 3-9162
Motion Picture Service Co.
125 Hyde St. . . . . ORdway 3-9162
Multichrome Laboratories
760 Gough St. . . . . HEmlock 1-6567
Palmer, W. A., Films, Inc.
611 Howard St. . . . . YUko 6-5961
Skinner, C. R., Manufacturing Co.
294 Turk St. . . . . ORdway 6909

COLORADO SPRINGS, COLO.

Alexander Film Co.
Alexander Film Bldg. 4200

WASHINGTON, D. C.

Byron, Inc.
1226 Wisconsin Ave., N. W. . . . . DUpont 1800

ATLANTA, GA.

Paramount News Laboratory
154 Walton St., N. W. . . . . CYpress 1636
Strickland Film Co.
279 Peachtree Rd., N. E. . . . . CHerokee 5317

CHICAGO, ILL.

Atlas Film Corp.
1111 S. Blvd., Oak Park . . . . . AUstin 7-8620
Bell and Howell Co.
7100 McCormick Lincolnwood
AMbassador 2-1600
Chicago Film Laboratories, Inc.
1333 Belmont Ave. . . . . BIttersweet 8-6780
Crescent Film Labs.
7510 N. Ashland . . . . . AMbassador 2-5000
Filmack Laboratories
1327 S. Wabash Ave. . . . . HArrison 7-3395
Wilding Picture Productions, Inc.
1345 W. Argyle St. . . . . LOngbeach 1-8410

DES MOINES, IA.

General Pictures Productions
Kempto Rd. 3-8275
Parrot Fi'ms Studio
1700 Keo Way 2-4211

NEW ORLEANS, LA.

Harfilms, Inc.
600 Barrone St. . . . . MAgnolia 1744
Motion Picture Advertising Service Co., Inc.
1032 Carondelet St. . . . . MAgnolia 4545

BALTIMORE, MD.

Alpha Film Laboratories
6000 Pimlico Road . . . . . LIberty 6216

BOSTON, MASS.

Ambuter Motion Picture Co.
42 Melrose Ave. . . . . HAncock 6-1158
Master Motion Picture Co.
50 Piedmont St. . . . . HAncock 6-3592

DETROIT, MICH.

Jam Handy Organization
2821 E. Grand Blvd. . . . . TRinity 2-2450
Metropolitan Motion Picture Co.
121 Fisher Bldg. . . . . TRinity 5-4266
Wilding Picture Productions, Inc.
4925 Cadieux St. . . . . TUxedo 2-4600

ST. PAUL, MINN.

Reid H. Ray Film Industries
2269 Ford Parkway . . . . . EMerson 1393

KANSAS CITY, MO.

The Calvin Co.
1105 Truman Rd. . . . . Harrison 6446

FORT LEE, N. J.

Consolidated Film Industries
Main St. . . . . FOrt Lee 8-3400

NEW YORK, N. Y.

Ace Film Laboratories (Warner Bros.)
1277 E. 14th St., B'klyn . . . . ESplanade 7-8700
Circle Film Laboratories, Inc.
33 W. 60th St. . . . . COlumbus 5-2180
Consolidated Film Industries,
Div. of Republic Pictures Corp.
1740 Broadway . . . . . JUdson 6-1700
Fort Lee, N. J. . . . . FOrt Lee 8-3400
DeLuxe Laboratories, Inc. (20th Century-Fox)
850 Tenth Ave. . . . . CIrcle 7-3220
Du-Art Film Laboratories, Inc.
245 W. 55th St. . . . . PLaza 7-4580
Filmlab, Inc.
126 W. 46th St. . . . . LUxemburg 2-2863
Guffanti Film Laboratories, Inc.
630 Ninth Ave. . . . . COlumbus 5-5530
Major Film Laboratories, Inc.
653 Eleventh Ave. . . . . CIrcle 6-6950

Malcolm Laboratories Corp
244 W. 49th St.....CIrcle 6-3150
Mecca Film Laboratories, Inc.
630 Ninth Ave.....CIrcle 6-5290
Mercury Film Laboratories, Inc.
723 Seventh Ave.....CIrcle 5-4930
Movielab Film Laboratories
619 W. 54th St.....JUdson 6-0360
National Screen Service Corp.
1600 Broadway.....CIrcle 6-5700
Paramount Laboratory
Sixth & Pierce Sts., Astoria
RAvenswood 8-8000
Paramount News Laboratory
Office: 544 W. 43rd St.....LOngacre 3-4300
Pathe Industries, Inc.
105 E. 106th St.....TRafalgar 6-1120
Peerless Film Processing Corp.
165 W. 46th St., New York....PLaza 7-3630
Precision Film Laboratories
21 W. 46th St.....JUdson 2-3970
Producers Laboratories, Inc.
457 W. 46th St.....CIrcle 6-5232
Rainbowlab, Inc.
619 W. 45th St.....JUdson 6-0360
Star Safety Film
630 Ninth Ave.....CIrcle 6-0888
Tri Art Color Corp.
245 W. 55th St.....PLaza 7-4580

CLEVELAND, O.

Escar Motion Picture Service, Inc.
7315 Carnegie Ave.....ENdicott 1-2707
Motion Picture Productions, Inc.
620 W. Superior Ave.....PRospect 1-4900

PORTLAND, ORE.

Western Color Films
1536 S. E. 11th .....EMpire 2139

PHILADELPHIA, PA.

Beswick, Harold W.
1017 W. Allegheny Ave.....SAgamore 2-7534
Hausman, Ward B.
1029 W. Rising Sun.....RAdcliff 5-2964
News Reel Laboratory
1733 Sansom St.....RIttenhouse 6-3892
Welsh, Charles E.
2661 S. Felton Ave.....SAratoga 9-8884

DALLAS, TEX.

Jamieson Film Co.
3825 Bryant .....TEnison 3-8158
Southwest Film Laboratory, Inc.
2015 Young .....RIverside 6782
Variety Pictures, Inc.
3825 Bryant .....TEnison 8158

SALT LAKE CITY, UTAH

Artis Studios
David Keith Bldg.....5-5592

MILWAUKEE, WISC.

Film Arts Corp.
1032 N. 6th St.....DAly 8-5670

Raw Stock

Ansco
Ansco Division of General Aniline & Film Corp., Binghamton, N. Y.: 405 Lexington Ave., MUrray Hill 6-0555, New York 19, N. Y.; 6424 Santa Monica Blvd., HOllywood 9-2918, Hollywood 38, California.
DuPont
I. E. du Pont de Nemours and Co. (Inc.), Photo Products Division, Wilmington, Del.; 6656 Santa Monica Blvd., HOllywood 9-5147, Hollywood 38, Calif. Factories: Parlin, N. J.
Eastman
See W. J. German, Inc., Factories: Eastman Kodak Co., Rochester, N. Y.
German, W. J., Inc.
Distributor of Eastman motion picture film. John St., Fort Lee, N. J., Fort Lee 8-5100; 6700 Santa Monica Blvd., HIllside 6131, Hollywood 38, Calif.; 6040 N. Pulaski Rd., IRving 8-4064, Chicago, Ill.
Gevaert Co. of America
423 W. 55th St.....JUdson 6-2770

Storage Vaults

LOS ANGELES, CALIF.

Bekins Van & Storage Co.
1025 N. Highland Ave.....HOllywood 9-8181
Lyons Van & Storage Co.
1950 S. Vermont.....REpublic 1-3131

NEW YORK, N. Y.

Bonded Film Storage Corp.
630 Ninth Ave.....JUdson 6-1030
Consolidated Film Industries, Div. of Republic Pictures Corp.
1740 Broadway .....JUdson 6-1700
Lloyds Film Storage Corp.
729 Seventh Ave.....COlumbus 5-5400

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Camera Craft Audio Visual Sales & Rentals Co.
1153 N. Highland Ave.....HOllywood 9-5808
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NEW YORK, N. Y.

Advance Film Libraries
729 Seventh Ave. .....CIrcle 5-6873
Lloyds Film Library
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105 E. 106th St.....SAcramento 2-2600
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Cartoon Producers

LOS ANGELES, CALIF.

Disney, Walt
2400 W. Alameda, Burbank..ROckwell 9-3461
Glenar (Sid) Productions
6618½ Sunset Blvd. (38).....HIllside 0406
Metro-Goldwyn-Mayer
Culver City .....TExas 0-3311
United Productions of America
4440 Lakeside Dr., Burbank..CHarleston 0-7171

NEW ROCHELLE, N. Y.

Terry, Paul
271 North Ave.....NEw Rochelle 2-3467

NEW YORK, N. Y.

Disney, Walt, Productions
1270 Ave. of Americas.....JUdson 6-3442
Eshbaugh, Ted, Studios, Inc.
109 W. 64th St.....TRafalgar 3-0720
Famous Studios
25 W. 45th St.....LUxemburg 2-4500
Smith, Fletcher, Studios, Inc.
321 E. 44th St.....MUrray Hill 5-6626
Warner Bros.
321 W. 44th St.....CIrcle 6-1000

Prizes, Premiums, Etc.

The Reuben H. Donnelley Corp.
305 East 45th St., N. Y. C.....ORegon 9-4000
Richard S. Robbins
163 Bleecker St., N. Y. C.....SPring 7-2568
Spotlight Promotions
123 West 44th St., N. Y. C.....PLaza 7-0800
VIP Service, Inc.
35 West 53rd St., N. Y. C.....PLaza 7-0130

Ventilation Equipment

Carrier Corp., 300 South Geddes St., Syracuse, New York.
Frigidaire Division, General Motors Corp., 300 Taylor St., Dayton, Ohio.
General Electric Co., 5 Lawrence St., Bloomfield, N. J.
General Elec. Co., 1 River Road, Schenectady, N. Y.
Governair Corp., 513 N. Blackwelder, Oklahoma City, Okla.
McQuay, Inc., 1600 Broadway, N. E. Minneapolis 13, Minn.
National Theatre Supply, 92 Gold St., New York, N. Y.
S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
Trane Company, LaCrosse, Wisc.
Typhoon Air Conditioner Co., Inc., 794 Union St., Brooklyn, N. Y.
United States Air Conditioning Corp., Como Ave., S.E., at 33rd Minneapolis 14, Minn.
Westinghouse Electric Corp., B. F. Sturtevant Div., 420 Lexington Ave., New York, N. Y.
Worthington Pump & Machinery Corp., Harrison, N. J.
York Corp., York, Pa.

Color Processes

Acme Film Labs
1161 N. Highland, Hollywood 38, Calif; HIllside 7471.
Anderson, Howard A.
1611 Cosmo St., Hollywood 28, Calif.; HUdson 2-1247.
Ansco Color
Ansco Division of General Aniline & Film Corp., 2229 Vaux Hall Rd., Union, N. J.; 405 Lexington Ave., N. Y.; MUrray Hill 6-0555; N. Highland Ave., Hollywood 28, Calif.; HUdson 2-3229.
Associated Film Lab.
5631 Hollywood Blvd., Hollywood; HIllside 8195.
Cinecolor, Inc.
2800 W. Olive St., Burbank, Calif.; ROckwell 9-1126.
Cinema Research
7000 Romaine, Hollywood 38, Calif.; HUdson 2-7464.
Color Research Corp.
105 E. 106th St., New York, N. Y.; SAcramento 2-7830.
Color Reproduction Co.
7936 Santa Monica Blvd., Hollywood 46, Calif.; HIllside 8225.
Dunningcolor Corp.
Laboratory, 931 N. La Brea Ave., Hollywood 38, Calif.; GRanite 3174.
Eastman Kodak Co.
Rochester, N. Y.
Flora Color
1103 El Centro Ave., Hollywood, Calif.; GRanite 9559.
Kodachrome
Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.)
Monopack
Technicolor's color negative system for use with regular black and white cameras.
Polacolor Process
Polaroid Corp., Cambridge 39, Mass.
Precision Film Laboratories, Inc.
1107 S. Robertson Blvd., Hollywood; BRadshaw 2-2340
Technicolor Motion Picture Corp.
6311 Romaine St., Hollywood 38, Calif.; GRanite 1101; Laboratories: 1006 N. Cole Ave., Hollywood, Calif.; Office: 30 Rockefeller Plaza, New York, N. Y.; CIrcle 7-7934.
Trucolor
Republic Pictures Corp., 1740 Broadway, New York 19, N. Y.; JUdson 6-1700.

Screening Rooms

LOS ANGELES, CALIF.

Consolidated Film Industries, Inc.
959 Seward St.....HOllywood 9-1441
Eastman Kodak Co.
6706 Santa Monica Blvd.....HOllywood 9-3101
Hollywood Film Enterprises, Inc.
6060 Sunset Blvd.....HIllside 2181
Pathe Industries, Inc.
6823 Santa Monica Blvd.....HOllywood 9-3961
RCA
1016 N. Sycamore Ave.....HIllside 5171

NEW YORK, N. Y.

Advance Projection Theaters
729 Seventh Ave.....JUdson 6-4954
Bonded's Film Center Theater
630 Ninth Ave.....JUdson 6-1030
Johnny Victor Theater
40 W. 49th St.....CIrcle 6-4030
Miles Public Projection Theaters
729 Seventh Ave.....CIrcle 5-6873
Preview Theater
1600 Broadway .....CIrcle 6-0865

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RADIO-TV ARTISTS

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— A —

ABBOTT & COSTELLO
Colgate Comedy Hour
NBC-TV

ABBOTT, GEORGE
Royal Showcase
NBC-TV

ACE, JANE
NBC

ACREE, CHUCK
Man on the Farm
Mutual

ADAMS, CEDRIC
Cedric Adams
CBS

ADAMS, MASON
Pepper Young's Family
NBC

ADIANTE, PATRICK
Kiddie Kollege
DuMont

ALAMPI, PHIL & RUTH
Home Gardener & Handyman
WABC-TV

ALBERT, EDDIE
Eddie Albert Show
CBS-TV

ALEXANDER, ROD
Your Show of Shows
NBC-TV

ALLEN, FRED
The Big Show
NBC

ALLEN, GRACIE
B. 1906, San Francisco, California; George Burns and Gracie Allen Show, CBS-TV

ALLISON, FRAN
Kukla, Fran & Ollie
NBC-TV

ALLEN, STEVE
What's My Line, CBS-TV; Talent Patrol, WABC-TV

AMSTERDAM, MOREY
Breakfast with Music, WNBT; Battle of the Ages, CBS-TV; Decca Records

ANDERSON, EDDIE "ROCHESTER"
B. Sept. 18, 1905, Oakland, California; The Jack Benny Show, CBS-TV

ANDERSON, WARNER
The Doctor
NBC-TV

ANDREWS, ANN
Man on the Farm
Mutual

ARDEN, EVE
B. Mill Valley, California; Our Miss Brooks, CBS and CBS-TV.

ARNAZ, DESI
I Love Lucy
CBS-TV

ARNO, SIG
My Friend Irma
CBS-TV

ARQUETTE, CLIFF
B. Dec. 28, 1905; Dennis Day Show, NBC-TV

ARTHUR, JON
No School Today
Big Jon & Sparkie
ABC

AUTRY, GENE
Gene Autry
CBS-TV

AYRES, MITCHELL
Perro Como Show
CBS-TV

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GEORGE BURNS and GRACIE ALLEN

CARNATION EVAPORATED MILK and B. F. GOODRICH

FIBBER McGEE AND MOLLY

NBC

— B —

BACALL, LAUREN
Bold Adventure
NBC

BACHARACH, BERT
Men's Corner
Mutual

BAIRD, EUGENIE
On and Off the Record
Mutual

BAKER, ART
You Asked For It
WABC-TV

BALL, LUCILLE
I Love Lucy
CBS-TV

BANCROFT, GRIFFING
Capitol Cloakroom
CBS

BANKHEAD, TALLULAH
All Star Revue
NBC-TV
The Big Show
NBC

BARI, LYNN
Boss Lady
NBC-TV

BARNEY, MARION
Pepper Young's Family
NBC

BARTLETT, TOMMY
Welcome Travelers
NBC and NBC-TV

BARTY, BILLY
James Melton, NBC-TV; Milton Berle, NBC-TV; Your Pet Parade, ABC-TV; Ken Murray, CBS-TV; Frank Sinatra, CBS-TV; Fred Waring ,CBS-TV; Red Skelton, NBC-TV.

BEAN, ORSON
Chamber Music Society of Lower Basin St.
NBC

BEAVERS, LOUISE
Beulah
WABC-TV

BECK, JACKSON
Search That Never Ends, MBS; Doctor's Wife, NBC; Greatest Story Ever Told, ABC; FBI In Peace and War, CBS; Paramount News-Reel

BELLAMY,, RALPH
Man Against Crime
CBS-TV

BELLER, MARY LINN
Date with Judy
WABC-TV

BENNY, JACK
B. Feb. 14, 1894, Chicago, Illinois; The Jack Benny Show, CBS-TV and Radio

BENSON, BOBBY
Mutual

BENSON, RED
Names That Tune
NBC

BERG, GERTRUDE
The Goldbergs
NBC-TV

BERLE, MILTON
Texaco Star Theater
NBC-TV

BERNIER, DAISY
Fred Waring Show
CBS-TV

BIGGS, E. POWER
E. Power Biggs Organ Program
CBS-TV

BILLINGSLEY, SHERMAN
Stork Club
CBS-TV

BIRCH, PETER
Arthur Murray Party
DuMont

BISHOP, JULIE
My Hero
NBC-TV

BLACK, DR. FRANK
Cadillac Choral Symphony
CBS-TV

BLOCK, HAL
What's My Line
CBS-TV

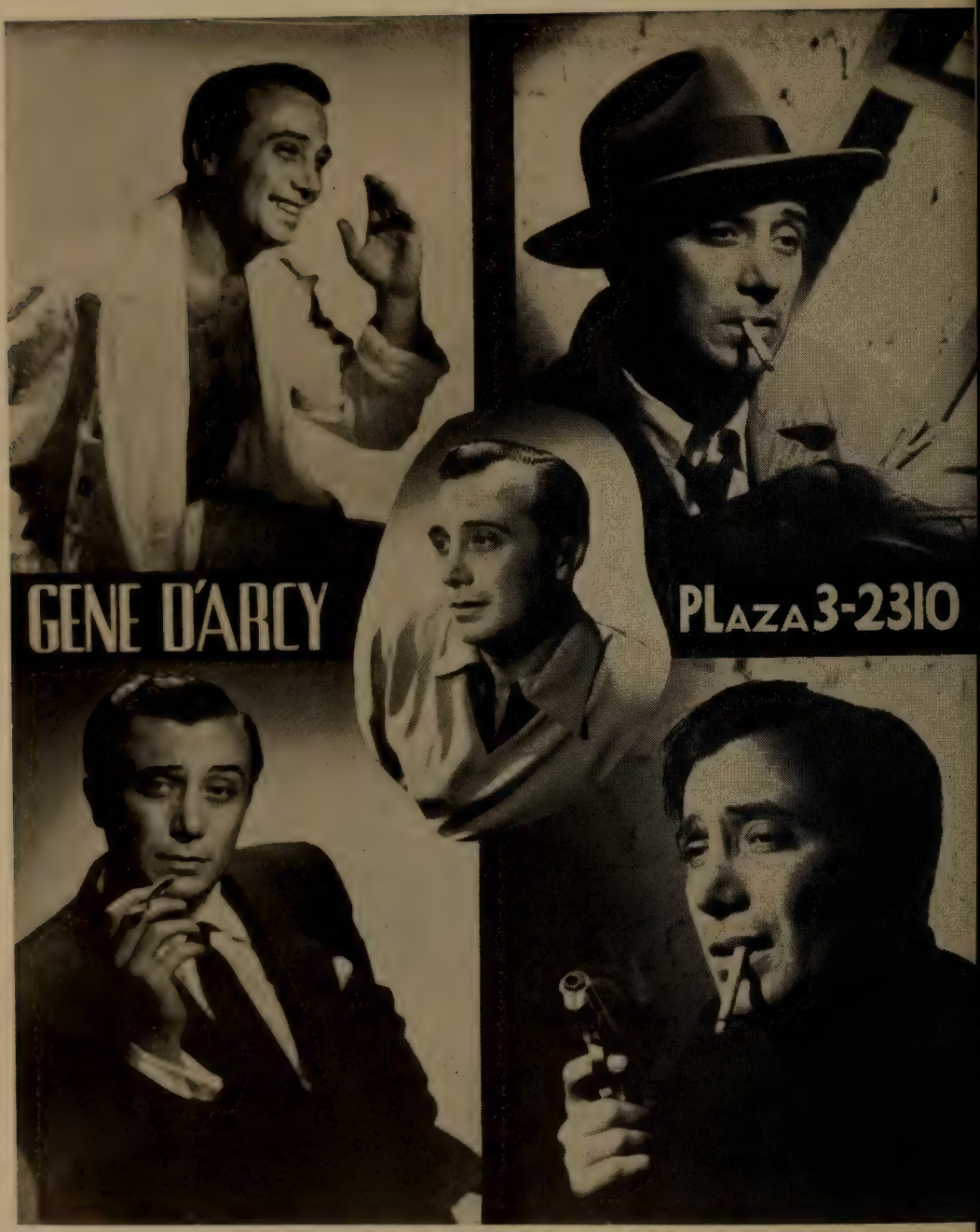
BLUE, BEN
Colgate Comedy Hour
All Star Revue
NBC-TV

BOB AND RAY
The Bob and Ray Show
NBC, NBC-TV

BOGART, HUMPHREY
Bold Adventure
NBC

BOLGER, RAY
Colgate Comedy Hour
NBC-TV

JUDY CANOVA


GENE D'ARCY
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BONTEMPIS, PINO & FEDORA
The Bontempis
WABC-TV

BOYD, BILL
B. June 5, 1895, Henrysburg, Ohio; Hopalong Cassidy Series, NBC-TV

BOYER, CHARLES
Four Star Playhouse
CBS-TV

BOYLE, HAL
What's the Story
DuMont

BRACKEN, EDDIE
Great Day Show
Mutual

BRADFORD, REUBEN
Reuben, Reuben
NBC

BRADY, PAT
The Rogers Show
NBC, NBC-TV

BRASFIELD, ROD
Grand Ole Opry
NBC

BREMNER, MURIEL
Crime Fighters
Mutual

BRITT, ELTON
Mutual

BRITTON, BARBARA
Mr. & Mrs. North
CBS-TV

BROMFIELD, LOUIS
Mutual

BROOKE, HILLARY
My Little Margie
CBS-TV

BROWN, JOE E.
Buick Circus Hour
NBC-TV

BROWN, WALLY
Ford Festival Hour
NBC-TV

BRYAN, ARTHUR Q.
B. May 8, 1899, Brooklyn, N. Y.; The Great Gildersleeve, Fibber McGee and Molly, Hank McHune Show, NBC

BRYSON, LYMAN
Lamp Unto My Feet
CBS-TV

BUCKLEY, EMERSON
Mutual

BURKE, BILLIE
Doc Corkle
NBC-TV

BURNS, GEORGE
B. Jan. 20, 1896, New York, N. Y.; George Burns and Gracie Allen Show, CBS-TV

BURR, ANN
City Hospital
CBS-TV

BURTT, HARDY
Answers for Americans
Mutual

BUTTONS, RED
B. Feb. 5, 1919, New York City; The Red Button Show, CBS-TV

BUTTRAM, PAT
Gene Autry
CBS-TV

BYRD, BETTY
The Kate Smith Hour
NBC-TV

— C —

CAESAR, SID
Your Show of Shows
NBC-TV

CAMARGO, RALPH
Gang Busters, CBS; FBI In Peace and War, CBS; My True Story, Modern Romances, ABC; Pepper Young, Hollywood Love Story, NBC; Treasury Agent, NBC-TV; The Web, CBS-TV; Suspense, CBS-TV

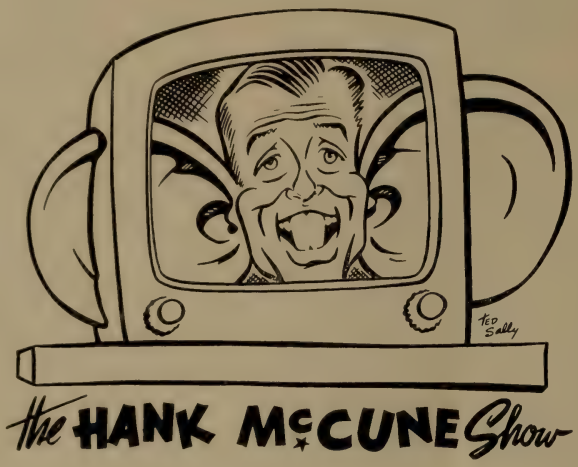
CAMMANN, DR. SCHUYLER
What in the World
CBS-TV

CAMPBELL, TED
Black Spider
WABC-TV

CANOVA, JUDY
B. Nov. 20, 1916, Jacksonville, Florida; The Judy Canova Show, NBC; Colgate Comedy Hour, NBC-TV

CANTOR, EDDIE
The Eddie Cantor Show
NBC
Colgate Comedy Hour
NBC-TV

BOB CROSBY



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NBC

CARHART, GEORGIANNA
Life Begins at Eighty
DuMont

CARLISLE, UNA MAE
Una Mae Carlisle
ABC

CARNEY, ART
Jackie Gleason Show
CBS-TV

CARNEY, GRACE
Rocky King
DuMont

CARR, NANCY
Enchanted Hour-Chi. Theater
Mutual

CARROLL, PAT
Red Buttons Show
CBS-TV

CARSON, JACK
B. Oct. 21, 1910, Carman, Manitoba, Can.; All Star Revue, NBC-TV; Colgate Comedy Hour, NBC-TV

CARSON, JOHNNY
B. Corning, Iowa; Carson's Cellar, KNXT

CARSON, KEN
Garry Moore Show
CBS-TV
Double C Canteen
DuMont

CASSELL, BARRY
Action In The Afternoon
CBS-TV

CERF, BENNETT
What's My Line
NBC

CHALMERS, THOMAS
Pepper Young's Family
NBC

CHAPMAN, JOHN
Best Plays
NBC

CHARLES, RAY (CHORUS)
Perry Como Show
CBS-TV

CHERNE, LEO
Wisdom of the Ages
DuMont

CHILDRESS, ALVIN
Amos 'n' Andy
CBS-TV

CHRISTY, EILEEN
Eileen Christy & Co.
NBC

CHRISTY, KEN
The Great Gildersleeve
NBC

CHURCHILL, SARAH
Hallmark Hall of Fame
NBC-TV

CLARK, LON
Nick Carter
Mutual

COBB, BUFF
Mike and Buff
CBS-TV

COCA, IMOGENE
Your Show of Shows
NBC-TV

COCKRAN, RON
Man of the Week
CBS-TV

COLBY, ETHEL
Broadway Matinee
DuMont

COLLINS, MARY
Double C. Canteen
DuMont

COLLINS, TED
The Kate Smith Hour
NBC-TV

COLLYER, BUD
Beat the Clock
CBS-TV

COLMAN, MR. AND MRS. RONALD
The Halls of Ivy
NBC

COMBS, GEORGE HAMILTON
WABC

COMO, PERRY
Perry Como Show
CBS-TV

CONANT, ROGER
Meet Me at the Zoo
CBS-TV

Ralph Edwards

This Is Your Life—NBC-TV • Truth Or Consequences—NBC

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CONWAY, TOM
Homicide Squad
WABC-TV

COOKE, DWIGHT
You and the World
CBS

COON, DR. CARLETON
What in the World
CBS-TV

COOPER, RALPH
Spotlight On Harlem
WABC-TV

CORNWALL, J. SPENCER
Salt Lake Tabernacle Choir
CBS-TV

CORRELL, CHARLES
Amos 'n' Andy
CBS-TV

COSTELLO, BILL
The Europe Story
CBS

COTSWORTH, STAATS
B. Feb. 17, 1908, Oak Park, Ill.; Mark Trail, ABC; Front Page Farrell, NBC; Lone Journey, ABC

COUGHLIN, FRANCIS
Down You Go
Mutual

COX, BETTY
Broadway to Hollywood
DuMont

COX, FRED IRVING
Wisdom of the Ages
DuMont

COX, WALLY
Mr. Peepers
NBC-TV

CRABBE, BUSTER
Time for Adventure
NBC-TV
Buck Rogers
WABC-TV

CRAIG, NANCY
Nancy Craig Time
WABC-TV

CRANE, GENE
M & M Candy Carnival
CBS-TV

CROFT, MARY JANE
Beulah
CBS-TV

CRONKITE, WALTER
You Are There
CBS-TV

CROSBY, BING
Bing Crosby Show
CBS

CROSS, REGGIE
Man on the Farm
Mutual

CULLEN, BILL
It Happens Every Day, Give and Take, Fun For All, CBS

CUMMINGS, ROBERT
My Hero
NBC-TV

CUNNINGHAM, BILL
Mutual

CUNNINGHAM, ZAMAH
Jackie Gleason Show
CBS-TV

— D —

DAGMAR
Dagmar's Canteen
NBC-TV

DALE, LENNY
The Star-Time Kids
NBC-TV

DALY, JOHN
It's News To Me
What's My Line
CBS-TV

DAMON, LES
The Falcon
NBC

D'ARCY, GENE
Television Playhouse, NBC-TV; Martin Kane, NBC-TV; Rocky King Detective, Dumont - TV; Danger, CBS-TV; Suspense, CBS-TV; Toast of the Town, CBS-TV

DARNEY, TONI
Just Plain Bill
NBC

DAVIS, BETTE
All Star Revue
NBC-TV

DAVIS, FRANK
Fred Waring Show
CBS-TV

DAVIS, JOAN
I Married Joan
NBC-TV

DAVIS, WATSON
Adventures in Science
CBS

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DAWSON, RONALD
B. Oct. 10, 1909, Johannesburg, S. Africa; Martin Kane, NBC; Montgomery Show, NBC; Lights Out, NBC; Suspense, CBS; The Hunter, CBS; Celanese, ABC

DAY, DORIS
Doris Day Show

DAY, NADINE
Guest House
WABC-TV

DAYTON, JUNE
Aldrich Family
NBC-TV

DE CAMP, ROSEMARY
Dr. Cristian
CBS

DELMAR, KENNY
My Friend Irma
CBS-TV

DEMMING, ELLEN
Guiding Light
CBS-TV

DENNING, RICHARD
Mr. & Mrs. North
CBS-TV

DENNIS, BEVERLY
Red Buttons Show
CBS-TV

DE SALES, FRANCIS
Mr. & Mrs. North
CBS-TV

DE SANTIS, JOE
Squad Room
Mutual

DEVINE, ANDY
Wild Bill Hickok
Mutual

DE YOUNG, JOYCE
Fred Waring Show
CBS-TV

DIETRICH, MARLENE
Time For Love
CBS-TV

DINSDALE, SHIRLEY
Where Was I
DuMont

DIXON, BOB
Perry Mason, CBS; Life Can Be Beautiful, NBC; Edward R. Murrow, CBS

DIXON, HUME
Country Editor
Mutual

DOLEN, JAMES B.
B. Feb. 20, 1921, New York City; Martin Kane Private Eye, NBC; Buick Circus Hour, NBC; Jackie Gleason Show, CBS

DONALD, PETER
Where Was I
DuMont

DONLEVY, BRIAN
Dangerous Assignment
NBC-TV

DOUGLAS, SUSAN
Guiding Light
CBS-TV

DOWNEY, MORTON
11th Year For Coca-Cola

DRAKE, GALEN
Galen Drake
CBS

DUNN, EDDIE
The Eddie Dunn Show
WABC
True or False
Mutual

DUNN, ROBERT
Quick on the Draw
DuMont

DURANTE, JIMMY
B. Feb. 1893, New York, N. Y.; All Star Revue, NBC-TV

— E —

EDWARDS, DOUGLAS
Aircraft Flash
CBS

EDWARDS, FRANK
Mutual

EDWARDS, RALPH
B. June 13, 1913; Truth or Consequences, NBC; This Is Your Life, NBC-TV; Ralph Edwards Show, NBC-TV

EGGELSTON, SHIRLEY
B. Cleveland, Ohio; My True Story, ABC; Whispering Streets, ABC; One Man's Family, NBC-TV; Tales of To-Morrow, ABC-TV

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ELLIOTT, BRUCE
Kitchen Kapers
WABC-TV

ELLIS, BOBBY
The Aldrich Family
NBC-TV

ELSTNER, ANN
Stella Dallas
NBC

EMERSON, FAYE
The Faye Emerson Show
NBC
I've Got A Secret
CBS-TV

ENGLE, HOLLAND
Mutual

ERWIN, STU & JUNE
Stu Erwin Show
WABC-TV

EVANS, BERGEN
Down You Go
Mutual

EVANS, DALE
The Roy Rogers Show
NBC, NBC-TV

EVANS, MICKEY
Robbins' Nest,
WOR-TV;
Stage a Number
DuMont

— F —

FADIMAN, CLIFTON
This Is Show Business
CBS-TV

FAIRBANKS, DOUGLAS, JR.
The Silent Men
NBC

FAIRBANKS, TINY
Tiny Fairbanks Show
WABC-TV

FALKENBURG, JINX
New York Closeup
NBC-TV

FARRAR, VIVIAN
Sense and Nonsense
NBC-TV

FARRELL, CHARLES
My Little Margie
NBC-TV

FAULK, JOHN HENRY
It's News To Me
CBS-TV

FAYE, ALICE
The Phil Harris-Alice Faye Show
NBC

FENNELLY, PARKER
Titus Moody
Mutual

FISHER, EDDIE
At Ease with Private Eddie Fisher
ABC

FISHER, MARJORIE
Piano Playhouse
ABC

FITZGERALD, ED & PEGEEN
Breakfast with the Fitzgeralds, Manners, WABC; the Fitzgeralds, WABC-TV

FITZMAURICE MICHAEL
Whispering Streets
ABC

FLEMING, RUTH ANNE
Fred Waring Show
CBS-TV

FLETCHER, TEX
Bobby Benson
Mutual

FONTAINE, FRANK
The Frank Fontaine Show
CBS-Radio

FONTAINE SISTERS
Perry Como Show
CBS-TV

FORD, ROSS
Meet Millie
CBS-TV

FORD, WHITEY
Duke of Paducah & The Opry Gang
NBC

FORREST, RAY
The Children's Theater
NBC-TV

FOSTER, CEDRIC
Mutual

FOSTER, PHIL
All-Star Revue
NBC-TV

FRANCIS, ARLENE
It Happens Every Day, What's My Line, Fun For All, CBS

FRANKLIN, JOE
Joe Franklin's Memory Lane
WABC-TV

FRAWLEY, WILLIAM
I Love Lucy
CBS-TV

ALAN YOUNG

Gertrude Berg

and

The Goldbergs

Ed and Pegeen Fitzgerald

TV Too!

FREEMAN, FLORENCE
Young Widder Brown
NBC

FROMAN, JANE
U. S. A. Canteen
CBS-TV

FURNESS, BETTY
Meet Betty Furness
CBS-TV

— G —

GAE, NADINE
Fred Waring Show
CBS-TV

GARDNER, HY
Hy Gardner Calling

GARGAN, WILLIAM
Barrie Crane, Confidential Investigator
NBC

GARRITY, BOB
Birdland Show
WABC

GARROWAY, DAVE
Dial Dave Garroway
NBC
Today
NBC-TV

GATESON, MARJORIE
One Man's Family
NBC

GEARHART, VIRGINIA & LIVINGSTON
Fred Waring Show
CBS-TV

GHOSTLEY, ALICE
Freedom Rings
CBS-TV

GILLETTE, HELEN
The Plainclothes Man
DuMont

GILMAN, TONI
Down You Go
Mutual

GLEASON, JACKIE
Jackie Gleason Show
CBS-TV

GLEESON, ART
Game of the Day
Mutual

GNAGY, JON
You are an Artist
NBC-TV

GODFREY, ARTHUR
Arthur Godfrey Morning Show,
Arthur Godfrey And His Friends,
Arthur Godfrey's Talent Scouts,
CBS-TV

GOFF, NORRIS "TUFFY"
Lum 'n' Abner
ABC

GOODWIN, BILL
The Bill Goodwin Show
NBC-TV

GORDON, GALE
Our Miss Brooks
CBS-TV

GORDON, GLORIA
My Friend Irma
CBS-TV

GORING, MARIUS
The Adventures of the Scarlet Pimpernel
NBC

GOSDEN, FREEMAN
Amos 'n' Andy
CBS-TV

GRAFTON, SAMUEL
Where Was I
DuMont

GRAHAM, LEE
Letter To Lee Graham
WABC-TV

GRAHAM, VIRGINIA
Where Was I
DuMont

GRANIK, THEODORE
American Forum of the Air
NBC, NEC-TV

GRANT, TAYLOR
First Edition
WABC-TV

GREAZA, WALTER
Treasury Men in Action
NBC-TV

GREEN, TARRY
Guiding Light
CBS-TV

GREGSON, JACK
Jack Gregson Show
KECA-TV

GRIMES, JACKIE
Aldrich Family
NBC-TV

GRISWOLD, JOHN A.
Meet Me at the Zoo
CBS-TV

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MARGARET
McBRIDE

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JACKIE GLEASON
CBS-TV

MARGUERITE PIAZZA
NBC-TV

JOE BIGELOW
PRODUCER
NBC-TV

PAULA STONE
MUTUAL NETWORK

PAGE CAVANAUGH TRIO
JO STAFFORD SHOW
CBS-RADIO — Coast-to-Coast

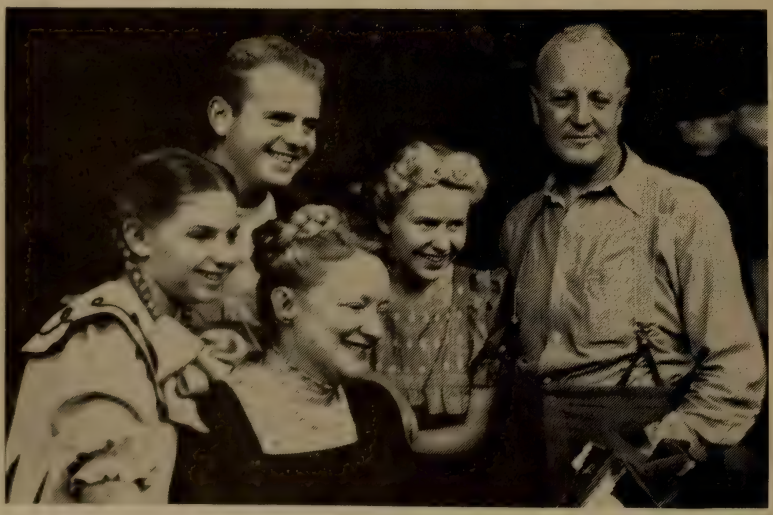
MERV GRIFFEN
WARNER BROS.

Personal Management
GEO. "BULLETS" DURGOM

8580 SUNSET BOULEVARD
HOLLYWOOD 46, CALIF.

PARK SHERATON
NEW YORK CITY

"MAMA"



This is the beloved Hansen family seen each Friday night at 8:00 on CBS TV: Peggy Wood (Mama); Judson Laire (Papa); Rosemary Rice (Katrin); Dick Van Patten (Nels); Robin Morgan (Dagmar); Ruth Gates (Aunt Jenny). Carol Irwin Producer; Ralph Nelson director.

GROSS, DR. MASON
Two For the Money
NBC-TV

GUILD, NANCY
Were Was I
DuMont

— H —

HADLEY, REED
Racket Squad
CBS-TV

HALL, CLIFF
Search For Tomorrow
CBS-TV

HALL, HELEN
B. Kansas City, Mo.; The Barbara Wells Show, WOR; Helen Hall Show, MBS; Cameo Lady Talk, Mutual

HALLEY, RUDOLPH
Public Report
WABC-TV

HALOP, FLORENCE
Meet Millie
CBS-TV

HAMILTON, NEIL
Hollywood Screen Test
WABC-TV

HAMILTON TRIO, THE
Your Show of Shows
NBC-TV

HAMMOND, EARL
Rocky King
DuMont

HANNA, PHIL
Bride and Groom
CBS-TV

HANNES, ART
Toast of the Town
CBS-TV

HARDEN, FRANK
Frank and Jackson
ABC

HARDING, HARVEY
Faith in Our Time
Mutual

HARRIS, PHIL
The Phil Harris-Alice Faye Show
NBC
All-Star Revue
NBC-TV

HARRIS, ROBERT
Fred Waring Show
CBS-TV

HASTINGS, BOB
The Adventures of Archie Andrews
NBC

HAWTHORNE, JIM
B. Victor, Colorado; Hawthornes Mail Bag, CBS-KNX; Hawthorne At Midnight, CBS-KNX; Hawthorne Looks At the Weather, KNBH-TV

HAYES, GABBY
The Gabby Hayes Show
NBC-TV

HAYDON, DON
My Little Margie
CBS-TV

HAYWORTH, VINTON
Michael Shayne
ABC

HERSHOLT, JEAN
B. July 12, 1886, Copenhagen, Denmark; Dr. Christian, CBS

WILLIAM KEENE

RADIO — TV
MOTION PICTURES
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Columbia Recording Artist

LExington 2-1100

"Here's Looking At You"

NBC - TV

RICHARD WILLIS

LES (Carrot Top)
ANDERSON

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Telephone: HIllside 7566

HEATHERTON, RAY
Merry Mailman
Mutual

HELNER, VAN CAMPEN
Rod & Gun
Mutual

HENDERSON, SKITCH
The Skitch Henderson Show
NBC

HENRY, BILL
Who Said That
NBC-TV

HERBERT, DON
Mr. Wizard
NBC-TV

HIRSCHFIELD, HARRY
At Home With Harry Hirschfield
WABC-TV

HOCTOR, DANNY
The Kate Smith Hour
NBC-TV

HOLLENBECK, DON
Washington, U. S. A.
CBS

HOLMES, CHARLES
High Adventure
Mutual

HOPE, BOB
B. London, England; The Bob Hope Show, NBC; Colgate Comedy Hour, NBC-TV

HORWICH, DR. FRANCES
Ding Dong School
NBC-TV

HOYT, SHERMAN, MRS.
Dog Show of Champions
WABC-TV

HUGHES, BILL
Just Plain Bill
NBC

HULL, WARREN
Strike It Rich
CBS-TV

HUNTER, EVE
The Eve Hunter Show
NBC-TV

HURST, FANNIE
It's a Problem
NBC-TV

— I —

IRVING, CHARLES
(See Producers Section)

IRVING, HOLLIS
Somerset Maugham Theater, NBC-TV; Robert Montgomery Presents, NBC-TV; Ellery Queen, ABC-TV; Suspense, CBS-TV; Love of Life, CBS-TV

— J —

JACKSON, EDDIE
All-Star Revue
NBC-TV

JAMES, DENNIS
Chance Of A Lifetime
WABC-TV

JAMESON, HOUSE
The Aldrich Family
NBC-TV

JESSEL, GEORGE
All-Star Revue
NBC-TV

JOHNSON, BESS
Search For Tomorrow
CBS-TV

JONES, SPIKE
All-Star Revue
NBC-TV

JORDAN, MARION AND JIM
Fibber McGee & Molly
NBC

JACKSON BECK

ACTOR

ANNOUNCER

NARRATOR

MU. 8-6600

BOBBY SHERWOOD

TEXACO STAR THEATRE
NBC-TV

QUICK AS A FLASH
WABC-TV

BOBBY SHERWOOD SHOW
6:30 to 8 A.M. — 5:15 to 6 P.M.
MONDAY THRU FRIDAY
WABC

Personal Management:
GABBE, LUTZ & HELLER
1619 Broadway N. Y. C.
6274 Sunset Blvd. Hollywood, Calif.

"MIKE and BUFF"

CBS-TV

JOSTYN, JAY
Top Guy
ABC

— K —

KALB, CLARENCE
My Little Margie
CBS-TV

KAPLIN, MARVIN
Meet Millie
CBS-TV

KALTENBORN, MRS. H. V.
Wisdom of the Ages
DuMont

KAUFMAN, GEORGE
Tis Is Show Business
CBS-TV

KAY, MARY
Mary Kay's Nightcap
NBC-TV

KAZOOTIE, ROOTIE
Rootie Kazootie
WABC-TV

KEARNS, JOSEPH S.
B. Feb. 12, 1907, Salt Lake City, Utah; Jack Benny Show, CBS; Joan Davis Show, CBS; Judy Canova Show, NBC; Suspense, CBS

KEEGAN, CHRIS
Action In The Afternoon
CBS-TV

KEENE, WILLIAM
B. Aug. 4, 1911, Franklin, Pa.; Treasury in Action, NBC-TV; Plainclothes Man, WABD; Greatest Story Ever Told, ABC; Rocky King, WABD; Nick Carter, WOR; Big Story, NBC

KELK, JACKIE
Young Mr. Bobbin
NBC-TV

KELLY, JOE
Quiz Kids
CBS-TV

KELLY, PATSY
All-Star Revue
NBC-TV

KEMPER, RONNIE
Ronnie Kemper Show
ABC

KENNEY, MARIE
Love of Light
CBS-TV

KIBBEE, GUY
Rod & Gun
Mutual

KIERNAN, WALTER
What's the Story
DuMont
Sparring Partners
ABC

KILGALLEN, DOROTHY
What's My Line
CBS-TV

KING, CARL
B. July 30, 1921, St. Louis, Mo.; Your Show of Shows, NBC-TV; King's Crossroads, ABC-TV; Captain Video, DuMont-TV

KING, JOHN REED
Why, What's Your Bid
WABC-TV
Where Was I
DuMont

KING, LEWIS
Yachting with Lewis King
WABC-TV

KIRBY, DURWOOD
Garry Moore Show
CBS-TV

KIRBY, GENE
Game of the Day
Mutual

KIRKWOOD, JACK
Mutual

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BRYNA
RAEBURN

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RADIO REGISTRY

CHARLES IRVING — LE. 2-1100 — HOLLIS IRVING

Producer - Director

Radio - TV - Motion Pictures

KOHL, ARTHUR
Adventures of Archie Andrews
NBC

KOVACS, ERNIE
The Ernie Kovacs Show
NBC-TV

— L —

LAIRE, JUDSON
Mama
CBS-TV

LaMARR, HEDY
All-Star Revue
NBC-TV

LAMONT, ELIZABETH RAE
Good Looks and Good Living
WABC-TV

LANGAN, GLENN
Boss Lady
NBC-TV

LARKIN, JOHN
Right to Happiness
NBC

LAUCK, CHET
Lum 'n' Abner
ABC

LAUGHTON, CHARLES
Readings (Film)
WABC-TV

LAZELL, SKIPPER
Meet Me at the Zoo
CBS-TV

LEE, ANNA
It's News To Me
CBS-TV

LEE, JOHNNY
Amos 'n' Andy
CBS-TV

LEE, PINKY
Those Two
NBC-TV

LESCOULIE, JACK
Today
NBC-TV

LESTER, JERRY
Saturday Night Dance Party
NBC-TV

LeSUEUR, LARRY
U. N. In Action
CBS-TV

LEVENSON, SAM
The Sam Levenson Show, CBS;
This Is Show Business, CBS

"WHO, ME?"
ROBERT QUIGLEY
Producer-Writer-Director
RH 4-1201

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CLIFF ARQUETTE

EVE ARDEN

"OUR MISS BROOKS"

LEWBEL, BUNNY
All-Star Revue
NBC-TV

LEWIS, CATHY
Cathy & Elliott Lewis On-stage
My Friend Irma
CBS, CBS-TV

LEWIS, ELLIOTT
Cathy & Elliott Lewis On-stage
CBS
The Phil Harris-Alice Faye Show
NBC

LEWIS, FORREST
The Woman in My House
NBC

LEWIS, JERRY
B. Mar. 16, 1926, Newark, N. J.; Colgate Comedy Hour, NBC-TV; Martin & Lewis Show, NBC Radio

LEWIS, ROBERT Q.
The Name's The Same
ABC-TV

LIBERACE
NBC-TV

LINKLETTER, ART
Art Linkletter's House Party
CBS-TV

LINN, BAMBI
Your Show of Shows
NBC-TV

LITEL, JOHN
My Hero
NBC-TV

LIVINGSTON, MARY
B. June 23, 1909, Seattle, Washington; The Jack Benny Show, CBS

LOR, DENISE
Garry Moore Show
CBS-TV

LORNE, MARION
Mr. Peepers
NBC-TV

LORING, LYNN
Search For Tomorrow
CBS-TV

LOVEJOY, FRANK
Nightbeat
NBC

LOVELL, SUZANNE
Fred Waring
CBS-TV

LUCAS, DIONE
Cooking Show
WABC-TV

LUCKY, LILLY
The Ethel Thorsen Show
DuMont

LUDDY, BARBARA
First Nighter
NBC

LUND, JOHN
Yours Truly, Johnny Dollar
CBS

LUND, TRYGUE
Ernie Kovacs Show
CBS-TV

LYNCH, KEN
The Plainclothes Man
DuMont

LYONS, RUTH
Ruth Lyons' 50 Club
NBC-TV

LYTELL, BERT
One Man's Family
NBC-TV

— Mc —

McBRIDE, JEAN
Love Of Light
CBS-TV

McBRIDE, MARY MARGARET
Mary Margaret McBride Co-op Program
ABC

EDDIE "ROCHESTER" ANDERSON

THE VERSATILE
BOB DIXON

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Captain Video — DuMont

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THE RITZ BROTHERS

■

McCAY, PEGGY
Love Of Light
CBS-TV

McCONNELL, ED
Smilin Ed
CBS-TV

McCREA, JOEL
Tales of the Texas Rangers
NBC
Four Star Playhouse
CBS-TV

McCULLOUGH, DON
Kitchen Kapers
WABC-TV

McDANIEL, HATTIE
Beulah
CBS-TV

McELHONE, ELOISE
Sparring Partners
ABC

McGREGOR, RAE
Toast of the Town
CBS-TV

McKAY, JIM
Sports Spot
CBS-TV

McMILLEN, GLORIA
Our Miss Brooks
CBS-TV

McNEILL, DON
Breakfast Club
ABC

McNELLIS, MAGGI
Maggi McNellis Show
WABC

McPHEE, JOHNNY
Twenty Questions
DuMont

McQUIRE, MAC
Mutual

McVEY, PATRICK
Big Town
CBS-TV

— M —

MACK, DOTTIE
The Paul Dixon Show
DuMont

MacLOUGHLIN, DON
Counterspy
NBC

MALONE, MARY
The Aldrich Family
NBC-TV

MALONE, RAY
Garry Moore Show
CBS-TV

MALONE, TED (F. ALDEN RUSSELL)
Ted Malone Show
ABC

MANN, CLAIRE
Glamour Show
WABC-TV

MANN, GLORIA
Adventures of Archie Andrews
NBC

MANSON, CHARLOTTE
Nick Carter, B-Bar B Ranch; Mike Hammer, WOR; Tales of Tomorrow, Top Guy, True Story, Whispering Streets, Mike Shayne, WABC; Aunt Jenny, WCBS.

MARCEL, NINO
Smilin Ed
CBS-TV

MARINE, JOE
Fred Waring Show
CBS-TV

MARKEL, HAZEL
Mutual

MARKLE, FLETCHER
Studio One
CBS-TV

JACQUELINE
SUSANN

JEAN
HERSHOLT

"Dr. Christian"

16th Year

C. B. S.

JACK

CARSON

MAGGI McNELLIS

MAGGI McNELLIS SHOW

WJZ

JAN MINER

MU 8-6600

MICHAEL FITZMAURICE

TELEVISION

TELENEWS SPORTS REEL

ARTHUR MURRAY SHOW

FLYING TIGERS

ALL STAR REVUE

RADIO

WHISPERING STREETS

RIGHT TO HAPPINESS

SILVER EAGLE

LIVE LIKE A MILLIONAIRE

WHAT'S MY LINE

RADIO REGISTRY

MARSHALL, HERBERT
The Man Called X
NBC
The Unexpected
NBC-TV

MARSHALL, ROY K.
The Nature of Things
NBC-TV
Ford Festival
NBC-TV

MARTIN & LEWIS
Colgate Comedy Hour
NBC-TV
Dean Martin & Jerry Lewis Show
NBC

MARTIN, DEAN
B. June 7, 1917, Steubenville, Ohio; Comedy Hour, NBC-TV; Martin & Lewis Show, NBC

MARTIN, JEAN
The Jean Martin Show
NBC

MARTIN, MEL
The Mel Martin Show
NBC-TV

MARTIN, TONY
Colgate Comedy Hour
NBC-TV

MARX, GROUCHO
You Bet Your Life
NBC-TV

MASSEY, CURT
Mutual

MATA & HARI
Your Show of Shows
NBC-TV

MAYEHOFF, EDDIE
Doc Corkle
NBC-TV

MEADOWS, AUDREY
Embassy Club
NBC-TV
Jackie Gleason Show
CBS-TV

MEADOWS, JAYNE
I've Got a Secret
CBS-TV

MEREDITH, BURGESS
American Music Hall, Tales of Tomorrow
ABC

MERRIMAN, RANDY
The Big Payoff
NBC-TV

MIGENELL, ANGEL
The Star Time Kids
NBC-TV

MILLER, DEAN
There's One In Every Family
CBS-TV

MILLER, SIDNEY
B. Oct. 22, 1916, Shenandoah, Pa.; Colgate Comedy Hour, NBC-TV; Halls of Ivy, NBC; Johnny Dollar, CBS

MINER, JAN
Hilltop House, CBS; Doctor's Wife, NBC; Robert Montgomery Presents, NBC-TV; Tallulah Bankhead's All Star Revue, NBC-TV; The Big Show, NBC

MOLLUZZO, RONNY
Wisdom of the Ages
DuMont

MONTGOMERY, ROBERT
Your Lucky Strike Theater
Johnson's Wax Program
NBC-TV

MOORE, GARRY
Garry Moore Show
I've Got A Secret
CBS-TV

MOORE, TIM
Amos 'n' Andy
CBS-TV

BOB RUSSELL
Director-Writer-M.C.
"Miss Universe Pageant"
"Big Top" CBS-TV for Sealtest
"Joe DiMaggio Club" NBC-TV for Buitoni
Co-creator — "Live Like a Millionaire"

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MOORE, TOM
Ladies Fair
Mutual

MORGAN, HENRY
I've Got a Secret
CBS-TV

MORGAN, JANE
Our Miss Brooks
CBS-TV

MORGAN, ROBIN
Mama
CBS-TV

MORRISON, BRET
Shadow
Mutual

MOTTOLA, TONY
Words in the Night
NBC

MURRAY, JAN
Meet Your Match
NBC

MURRAY, KATHRYN
Arthur Murray Party
DuMont

MURROW, ED
See It Now
CBS-TV
This I Believe
CBS

MYERSON, BESS
The Big Payoff
NBC-TV

MYNATT, HARRY
Queen
Mutual

— N —

NAGEL, CONRAD
The Conrad Nagel Show
NBC

NAISH, J. CARROL
Life With Luigi
CBS-TV

NEISEN, CLAIRE
Backstage Wife
NBC

NELSON, HERBERT
Guiding Light
CBS-TV

NELSON, JIMMY
Texaco Star Theater
NBC-TV

NELSON, JOHN
Bride and Groom
CBS-TV

NELSON, OZZIE & HARRIET
Ozzie & Harriet
WABC-TV

NIGH, JANE
Big Town
CBS-TV

NIGHTENGALE, EARL
Sky King
Mutual

NOLAN, LLOYD
Martin Kane, Private Eye
NBC

NORRIS, KATHI
The Kathi Norris Show
NBC-TV

NUSBAUM, MORT
B. August 10, 1914, Rochester, N. Y.; You Can Be a Star, WHAM-TV; Dollar Derby, Take It Easy, WHAM-TV; Clockwise, For Women Only, WHAM, Rochester, N. Y.

— O —

O'CONNOR, DONALD
The Colgate Comedy Hour
NBC-TV

O'HARA, PEGGY
Miss Channel 7
WABC-TV

O'KEEFE, WALTER
Double or Nothing
NBC
The Mayor of Hollywood
NBC-TV

ARTHUR Q. BRYAN
"Doc" Gamble
on
FIBBER McGEE and MOLLY
Program

HELEN HALL
BARBARA WELLES
WOR & WOR-TV
Monday thru Friday
Mutual Broadcasting System
Saturday 10:45-11 a.m.

OLSEN, JOHNNY
B. MAY 22nd, Windom, Minn.; Rumpus Room, Kids and Company, DuMont; Homemaker's Jamboree, ABC-TV; Break the Bank, ABC; Movie Quiz, MBS; Nora Drake, CBS

ORRISON, JACK
The Plainclothes Man
DuMont

ORTEGA, SANTOS
Peter Salem
Mutual

OWENS, JACK
B. 1913; The Jack Owens Show, ABC; The Jack Owens Show, KECA-TV

— P —

PAAR, JACK
Up to Paar
NBC-TV
The $64 Question
NBC

PARDO, DON
Animal Fair
NBC-TV

PARKHURST, HELEN
It's a Problem
NBC-TV

PARKS, BERT
Double or Nothing, CBS-TV; Balance Your Budget, CBS-TV; The Bert Parks Show, NBC-TV

PARSONS, LOUELLA
Louella Parsons Show
CBS

PEARL, MINNIE
Grand Ole Opry
NBC

PERKINS, F. MARLIN
Zoo Parade
NBC-TV

PETERSON, DON
Farm Quiz
Mutual

PIASTRO, MISHEL
The Symphonette
CBS-TV

PIAZZA, MARGUERITE
Show of Shows
NBC
Encore
NBC

POLESIE, HERB
Twenty Questions
Mutual

PORTER, DON
Private Secretary
CBS-TV

POWELL, DICK
Four Star Playhouse
CBS-TV

PRINCE, KENNY
Meet Me at the Zoo
CBS-TV

PULASKI, FRANK
B. Jan. 19, 1914, New York City; Hollywood Screen Test, ABC-TV; Barrie Craig, NBC; 1st 100 Years, CBS-TV; B'way Theater, WOR-TV; The Hunter, CBS-TV; Hollywood Offbeat, ABC-TV

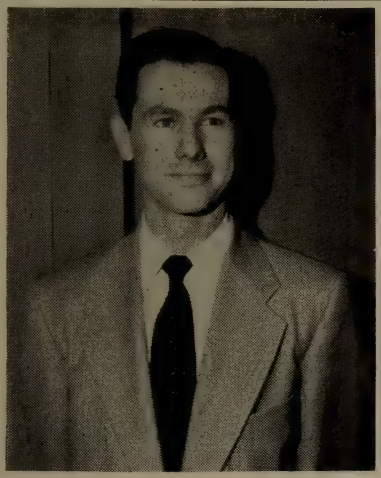
— Q —

QUIGLEY, ROBERT
Shenanigans
WPIX

— R —

RAEBURN, BRYNA

RAINEY, DR. FROELICH
What in the World
CBS-TV



Johnny Carson

"Carson's Cellar"

KNXT Hollywood

SIDNEY MILLER

COLGATE COMEDY HOUR

NBC—TV

RANDALL, TONY
Mr. Peepers
NBC-TV

RANDOLPH, JOYCE
Jackie Gleason
CBS-TV

RANDOLPH, LILLIAN
The Great Gildersleeve
NBC

RATH, KATHERINE
The Aldrich Family
NBC-TV

RAYBURN, GENE
Comedy & Music
NBC

RAYE, MARTHA
All-Star Revue
NBC-TV

REED, NANCY
The Bill Silbert Show
DuMont

REINER, CARL
Your Show of Shows
NBC-TV

REINHARDT, ALICE
The Woman in My House
NBC

REYNOLDS, QUENTIN
It's News To Me
CBS-TV

RHINELANDER, RICHARD
My Friend Irma
CBS-TV

RICE, ROSEMARY
The Adventures of Archie Andrews
NBC
Mama
CBS-TV

RICHARDS, DOROTHY
Ernie Kovacs Show
CBS-TV

RINARD, FLORENCE
Twenty Questions
DuMont

RITTER, BLAKE
Action In The Afternoon
CBS-TV

RITZ BROTHERS
All-Star Revue
NBC-TV

ROBB, MARYLEE
The Great Gildersleeve
NBC

ROBBINS, BARBARA
The Aldrich Family
NBC-TV

ROBINSON, JACKIE
Platter-Up Club
NBC

ROCKWELL, ROBERT
Our Miss Brooks
CBS-TV

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati, Ohio; Roy Rogers Show, NBC-TV

ROONEY, MICKEY
All-Star Revue
NBC-TV

ROOSE, JANINE
The Phil Harris-Alice Faye Show
NBC

ROSS, DAVID
Words in the Night
NBC

ROSS, EARLE
The Great Gildersleeve
NBC

ROXANNE
Beat the Clock
CBS-TV

RUSSELL, BOB
Big Top, CBS-TV; Joe DiMaggio Club, NBC-TV; Toast of the Town, CBS-TV; Rootie Kazootie Club, NBC-TV; It's in the Bag, NBC-TV; Co-creator of Live Like A Millionaire, ABC-TV and AM

TOMMY BARTLETT

JOSEPH KEARNS

RUSSELL, JACK
Your Show of Shows
NBC-TV

RUSSELL, TODD
Wheel of Fortune
CBS-TV

RUICK, MELVILLE
City Hospital
CBS-TV

RUYKEYSER, MERRYLE STANLEY
Mutual

— S —

SARGENT, ANNE
Road of Life
NBC

SAX, RAY
Fred Waring Show

SCOTT, JANET
The Woman In My House
NBC

SCOTT, SIONA
Foreign Intrigue
NBC-TV

SEARS, BILL (WITH PUPPETS OF PAUL RITTS AND MARY HOLIDAY)
In The Park
CBS-TV

SEVAREID, ERIC
State of the Nation
CBS-TV

SEYMOUR, ANN
My Secret Story
NBC

SEYMOUR, JANE
Young Mr. Bobbin
NBC-TV

SHARP, KENNY
The Star Time Kids
NBC-TV

SHELDON, HERB
The Herb Sheldon Show
NBC, NBC-TV

SHERWOOD, BOBBY
Texaco Star Theatre, NBC-TV; Quick As A Flash, ABC-TV; Bert Parks Show, CBS-TV; The Bobby Sherwood Show WABC

SHRINER, HERB
Two for the Money
NBC-TV

SILVER, JOE
Red Buttons Show
CBS-TV

SKELTON, RED
B. July 18th, Vincennes, Indiana; Red Skelton Show, NBC-TV and Radio

SMITH, BOB
Howdy Doody
NBC-TV

SMITH, KATE
The Kate Smith Hour
NBC-TV

SMOLEN, VIVIAN
Stella Dallas
NBC

SMYTHE, ANTHONY
One Man's Family
NBC

SNYDER, BOB
The Bob Snyder Show
NBC

SOTHERN, ANN
Private Secretary
CBS-TV

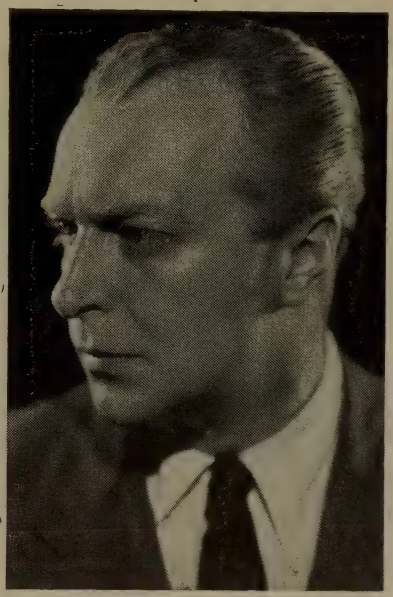
SOULE, OLAN
First Nighter
NBC

SPIVAK, LAURENCE E.
Meet the Press
NBC-TV

STEIN, FRED
Life Begins at Eighty
DuMont

STERLING, JACK
Big Top, CBS-TV; Top O' the Morning, WCBS

BETTY WHITE
"LIFE WITH ELIZABETH"
"HOLLYWOOD ON TELEVISION"
KLAC-TV



STAATS COTSWORTH
TITLE ROLES:
"FRONT PAGE FARRELL" — NBC
"MARK TRAIL" — ABC
LEAD:
"LONE JOURNEY" — ABC

STONE, CLIFFIE
B. Mar. 1, 1917, Stockton, California; Hometown Jamboree, KXLA; Hometown Jamboree, KLAC-TV

STONE, HARLAN
Adventures of Archie Andrews
NBC

STONE, PAULA
Mutual

STORM, GALE
My Little Margie
CBS-TV

STUART, MARY
Search For Tomorrow
CBS-TV

STUDEBAKER, HUGH
Beulah
CBS-TV

SUSANN, JACQUELINE
This Is Show Business, Studio One, Your Surprise Store, CBS-TV; Arthur Murray Show, Rocky King, DuMont; Who Said That, NBC-TV; Jacqueline Susann Show, WOR-TV

SULLIVAN, BOB
What's the Story
DuMont

SULLIVAN, ED
Toast of the Town
CBS-TV

SWENSON, KARL
Lorenzo Jones
NBC

— T —

TAYLOR, MARY LEE
The Mary Lee Taylor Show
NBC

TENNESSEE ERNIE
B. Feb. 13, 1919, Bristol, Tennessee; The Tennessee Ernie Show, ABC; Hometown Jamboree, KLAC-TV

TETLEY, WALTER
The Great Gildersleeve
NBC

TEXTOR, KEITH & SYLVIA
Fred Waring Show
CBS-TV

THOMAS, DANNY
All-Star Revue
NBC-TV

THOMPSON, HANK
Brazo Valley Boys
Mutual

THOR, JEROME
Foreign Intrigue
NBC-TV

THORPE, NANCY
Meet Me at the Zoo
CBS-TV

THREE SUNS TRIO
NBC

TILLSTROM, BURR
Kukla, Fran and Ollie
NBC-TV

TILTON, MARTHA
Curt Massey Time
Mutual

TOMACK, SID
My Friend Irma
CBS-TV

TRACY, LEE
Martin Kane, Private Eye
NBC-TV

TREMAYNE, LES
The Woman in My House
NBC

TRENDLER, ROBERT
Mutual

TRUMAN, MARGARET
RCA Victor Show
All-Star Revue
NBC-TV

TUCKER, SOPHIE
All-Star Revue
NBC-TV

TYLER, DICK
Aldrich Family
NBC-TV

RALPH CAMARGO
RADIO — TV
ACTOR — ANNOUNCER
NARRATOR
REGISTRY — MU. 8-6600

SHIRLEY EGGLESTON
RADIO TV
BROADWAY SCREEN
LExington 2-1100

— U —

ULMER, FRED
Meet Me at the Zoo
CBS-TV

— V —

VALENTINE, BARRY
Valentine Show
ABC

VALENTINE, GRACE
Stella Dallas
NBC

VALENTINE, JACK
Action In The Afternoon
CBS-TV

VANCE, VIVIAN
I Love Lucy
CBS-TV

VANDER PYL, JEAN
Father Knows Best
NBC

VAN DEVENTER, FRED
Twenty Questions
DuMont

VAN DYKE, MARCIA
Wisdom of the Ages
DuMont

VAN HORNE, HARRIET
What's the Story
DuMont

VAN HORNE, ARTHUR
Time Capsule
Dean Cameron
ABC

VAN PATTEN, DICK
Mama
CBS-TV

VERDUGO, ELENA
Meet Millie
CBS-TV

VUOLO, TITO
Papa Cellini
WABC-TV

— W —

WADE, ERNESTINE
Amos 'n' Andy
CBS-TV

WALDECKER, FRANK
Twenty Questions
DuMont

WALL, LUCILLE
Lorenzo Jones
NBC

WALLACE, MIKE
Mike and Buff, CBS-TV; All Around the Town, CBS-TV; There's One in Every Family, CBS-TV.

WARING, FRED
Fred Waring Show
CBS-TV

WARNER, GERTRUDE
Whispering Streets
ABC

WATERMAN, WILLARD
The Great Gildersleeve
NBC

WATTS, MARY ELAINE
Action In The Afternoon
CBS-TV

WEAVER, JACKSON
Frank and Jackson
ABC

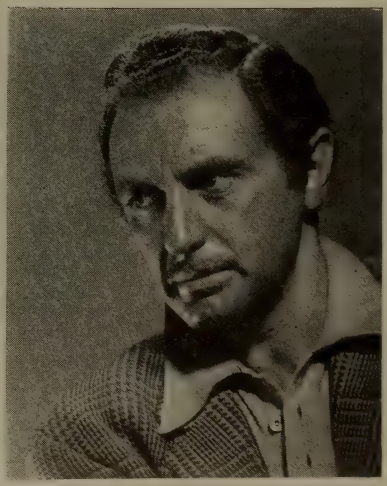
WEAVER, NED
Young Widder Brown
NBC

WEBB, JACK
Dragnet
NBC-TV

WEBER, HENRY
Chicago Theater
Mutual

WEIGEL, JOHN
All Sweet Music Box
Mutual

EARL HAMMOND
TELEVISION RADIO
LExington 2-1100



FRANK PULASKI
ACTOR — ANNOUNCER
SCREEN — TV — RADIO
N. Y.—SU 7-5400 Hollywood—CR 5-4588
Currently "THE DESERT RATS" — Fox
"THE ROBE" — Fox

WESTMAN, NYDIA
Young Mr. Bobbin
NBC-TV

WHEATLEY, JO ANNE
Fred Waring Show
CBS-TV

WHITE, BETTY
B. Jan. 1926, Oak Park, Illinois; Life With Elizabeth, KLAC-TV; Hollywood On Television, KLAC-TV

WHITEMAN, PAUL
TV Teen Club
WABC-TV

WHITFIELD, ANN
Phil Harris-Alice Faye Show
NBC

WHITING, BARBARA
Junior Miss
CBS-TV

WICKER, IRENE
Story Time
WABC-TV

WILLIAMS, FLORENCE
Front Page Farrell
NBC

WILLIAMS, SPENCER, JR.
Amos 'n' Andy
CBS-TV

WILLIS, RICHARD
B. Baltimore, Maryland; Here's Looking At You, NBC

WILLS, BEVERLY
Junior Miss
CBS-TV

WILLYS, SUNDAY
Armed Forces Radio "Jubilee"; Theater Of The Air Club; MacGregor Transcriptions

WILSON, DON
Jack Benny
CBS-TV

WILSON, LOIS
The Aldrich Family
NBC-TV

WILSON, MARIE
My Friend Irma
CBS-TV

WINCHELL, PAUL
Paul Winchell-Jerry Mahoney Show
NBC-TV

WISMER, HARRY
Harry Wismer Sports
WOR-TV
Sports Parade
MBS

WOOD, PEGGY
Mama
CBS-TV

WRAGGE, BETTY
Pepper Young's Family
NBC

WYATT, FRANCES
Fred Waring Show
CBS-TV

— Y —

YOUNG, ALAN
B. Nov. 19, North Shield, Northumberland, England; Alan Young Show, CBS-TV

YOUNG, ROBERT
Father Knows Best
NBC

YOURMAN, ALICE
Adventures of Archie Andrews
NBC

— Z —

ZABACH, FLORIAN
Club Embassy
NBC-TV

RONALD DAWSON
RADIO TV
LE. 2-1100

BILLY BARTY
"A little bit of everything"

THE DEEJAY'S BEST FRIEND

Value Of 45 RPM Record Equipment Stressed

By R. H. COFFIN, Director
RCA Victor Consumer Advertising

DEEJAYS and "45s" got together in a big way in Philadelphia only a little more than a year ago. Today, the 45-rpm record has become as much a part of the disc jockey's standard equipment as his musical know-how.

Radio stations — from Los Angeles to New York and Miami to Portland — now serve their recorded-music offerings on 45-rpm platters. The trend continues. More stations, including both network affiliates and independents, are scheduled to begin 45-rpm music operations during the next several months.

Behind the broadcasting industry's "swing to 45" are numerous compelling advantages of the system to the broadcaster, the disc jockey, and the listening audience. The use of 45s means to the station more play per dollar; to the disc jockey, streamlined handling; and to the audience, better music reproduction.

Roger W. Clipp, general manager of WFIL, Philadelphia, summed this up last year when the ABC affiliate became the nation's first broadcast outlet to go on "45."

"In the 45-rpm system," he said, "we have found the answers to numerous problems which confront broadcasters of recorded music programs .The small size of the records and the simplicity of the equipment effect a tremendous saving in valuable storage space, facilitate programming and record handling by the disc jockey and record librarian, and streamline the entire recorded music operation. To these considerations must be added the superior reproduction quality and fidelity of the 45-rpm records, which provide increased listening pleasure for our audiences."

In Boston, Bob Clayton of WHDH, one of the city's most popular disc jockeys, sees the new system from the viewpoint of the man who plays the records.

Bob points out that he normally uses 110 records in his weekly music schedule. Prior to WHDH's "swing to 45," Bob and Nancie Cole, the station's music librarian, had to select and carry around some 47 pounds of shellac records per week. Today, the 110 records they compile weekly are the featherweight "45s," and the weight of the week's supply is down to less than seven pounds.

Other dics jockeys who have joined the 45-rpm bandwagon include Martin Block, New York; LeRoy Miller and Bob Horn, WFIL, Philadelphia; Dave Starling, KFI, Los Angeles; Tom Brown, WHK, Cleveland; Ed Stevens, WERE, Cleveland; Jack the Bell Boy, WXYZ, Detroit, and Jay Miltner, WTAM, Cleveland.

Although RCA Victor developed and introduced the 45-rpm system, virtually all record companies now have growing 45-rpm record catalogs. This is an important consideration for the broadcaster contemplating 45-rpm operation. It means that the most modern music reproduction system can provide the station's listeners with music by any of the vocalists, instrumentalists, and orchestral combinations recording for any of the major companies.

Many of the stations that have "gone 45" have started operations with a basic library of 45-rpm discs embracing more than 5,000 titles. To this library, of course, are added the new releases as they become available, assuring the disc jockey that he is offering his listeners the best and the latest.

It is quickly obvious that the design characteristics of the 45-rpm dics make for easier handling by the jockey. The handling ease results from the 45's small size and light weight, and the large spindle-hole which is a feature of its unique construction. Further, the record's non-breakable nature allows considerably more freedom in handling, and assures the jockey that the selection in his library will be there when needed to fill a listener request.

From the station standpoint, the 45-rpm system represents substantial savings in money, time, and space. Consider the dimensions of the 45-rpm disc. It is less than seven inches in diameter, is wafer thin, and is made in one standard size for seven different classifications of music.

Added up, these features mean that the broadcaster can significantly decrease his record storage space and standardize his facilities. More than 150 of these tiny, thin discs can be stored in a single foot of shelf space. Furthermore, because of the weight and standard-size advantages, the storage facilities can be of lighter, simpler, and less costly construction — and the space they save, compared with facilities required for the heavier, bulkier, 10-inch and 12-inch shellac records, can be put to better use.

". . . thrush sings warmly . . . is fresh and photogenic . . . "
— BILLBOARD
". . . she's just great! . . . "
— Sam Rowland
". . . her piquant pitch . . . candlelight and wine intimacy . . . distinctive delivery . . . polished . . . "
— Al Sharper
DAILY VARIETY
". . . the emotion and glo
she puts in a song . . . "
CHICAGO SUN-TIME
". . . fine voice . . . and beautiful, too . . . "
— Jerry Tidwell
RADIO-TELEVISION DAILY
There's going to be a lot of RAINE this year!
LORRY RAINE
"DISCLICKS: Pensive piped Lorry Raine's moonlight mood in tenderly telling the evergreen 'Am I Blue' and her sensational 'Five A.M.' "
— Jimmy Starr
Recordings
OKEH
Subsidiary Columbia Records
Management
TIM GAYLE
Hollywood Knickerbocker Hotel
1714 No. Ivar
Hollywood 28, Calif.
GL. 3171
Personal Appearances
Associated Booking Corp.
Joe Glaser, Pres.
Pictures
LEON O. LANCE AGENCY
6820 Sunset Blvd. CR. 6-6014

VOCAL ARTISTS

RADIO AND TELEVISION

—their work during 1952

— A —

ADAMS, EDYTHE
Kovacks Unlimited
WCBS-TV, New York

ADDISON, AL
Westernaires
CHUB, Nanaimo, B. C.

ALFORD, HELEN
Songs The World Remembers
WCAO, Baltimore, Md.

ALLEN, AARON
Allen's Album
KWED, Seguin, Tex.

ANDERSON, LES (CARROT TOP)
Jack McElroy
TV
Town Hall Party
TV and Radio

ANDERSON, PAUL
Breakfast with Bigelows
WJTN, Jamestown, N. Y.

ANDREWS, CHRISSIE
CJON, St. John's Newf.

ANDREWS, JOHNNY
WNBK, Cleveland, O.

APRIL, ODETTE
CJFP, Riviere du Loup
Quebec

ARGERSINGER, JACK
Marel Time
WCSS, Amsterdam, N. Y.

ARLAND, JEANNIE
WCCO, Minneapolis, Minn.

ARMS, RUSSELL
Your Hit Parade
NBC-TV

ASTON, BUZZ
WJAS, Pittsburgh, Pa.

ATKINSON, RAY
TV Dinner Date
WOR-TV, New York

AVRAM, GENE
Mother's Matinee
WXYZ-TV, Detroit, Mich.

— B —

BACK, GLORIA
Songs by Gloria
WFBM-TV, Indianapolis, Ind.

BALDWIN, BONNIE
Bonnie Baldwin Show
WMON, Moundsville, W. Va.

BALLARD, LYN
Shoot the Works
WLW-C, Columbus, O.

BARFIELD, WARREN
WPTF, Raleigh, N. C.

BARIL, ARMAND
Les Chansons d'Armand
CHFA, Edmonton, Alta.

BARNES, WAYNE
The Old Corral
KGPH, Flagstaff, Ariz.

BARNETT, BUDDY
Buddy Barnett Show
WEAR, Pensacola, Fla.

BARRETT, RONNIE
Say It With a Song
WMMW, Meriden, Conn.

BARTON, EILEEN
The Bill Goodwin Show
NBC-TV

BASS, DOUG
Hi Neighbor Boys
WALT, Tampa, Fla.

BAUER, DELL
Jim Deline Gang
WSYR, WSYR-TV, Syracuse, N. Y.

BEAL, JOY
Jump with Joy
WJER, Dover, O.

BECKER, JOHNNIE
Lou & Johnnie
KIUP, Durango, Colo.

BEERS, BOBBY
Bobby's Bandstand
KOA, Denver, Colo.

BENNETT, BOYD
Breakfast Club
WVJS, Owensboro, Ky.

BENNETT, SUE
Breakfast with Music
NBC-TV

BENNETT, TINY
WHAP, Hopewell, Va.

BERG, JUNE
June Berg Sings
KFAM, St. Cloud, Minn.

BETTY AND LYN
KMA, Shenandoah, Iowa

BLAINE, VIVIAN
Those Two
NBC-TV

BLAIR, VICKY
WTMC, Ocala, Fla.

BLAND, SAM
Sam Bland Show
WCEC, Rocky Mount, N. C.

BOLEN, JIM
WLW-D, Dayton, O.

BORESON, STAN
Peoples Parade
KING, KING-TV, Seattle, Wash

BOS, JUNE
Console Moods
WFUR, Grand Rapids, Mich.

BOUCK, LOUIS
Name the Song
WMTC, Vancleve, Ky.

BRIGGS, SALLY
Sally Briggs Show
KWTO, Springfield, Mo.

BRIGHT, WELDON
Bright Show
KGNC, Amarillo, Texas

BRITTON, JAMES
WHEC, Rochester, N. Y.

BROOKS, KENNETH L.
WVIN, Olney, Ill.

BROWN, DOTTIE
Doin' The Town
KSL-TV, Salt Lake City, Utah

BROWN, GEORGE
CFAC, Calgary, Alta.

BROWN, MARGARET
A Girl & A Song
CFGP, Grande Prairie, Alta.

BROWN, OLLIE
Western Song Time
WICU, Erie, Pa.

BUCKHANON, JUNIOR
Tygart Valley Pioneers
WDNE, Elkins, W. Va.

BULLARD, GENE
Ballards by Bullard
KSUM, Fairmont, Minn.

BURCHETT, LANIER
Rhythms in Black and White
WAIN, Columbia, Ky.

BUSSE, GLORIA
Gloria Sings
WDOK, Cleveland, O.

BUTLER, WARDE, JR.
WHIZ, Zanesville, O.

— C —

CAHILL, BOB
WOW, KMTV, Omaha, Neb.

CALDWELL, BOB
Room with a View
WDTV, Pittsburgh, Pa.

CAMERON, BARBARA
Dave & Barbara Show
WKRC, Cincinnati, O.

CAMPANA, FRANK
B. Sept. 6, 1925, New York; Jacqueline Susann, WPIX; Bill Silbert, WABD; Fred Robbins, WOR-TV; Bob Smith, WABD; Marilyn Cantor, WMGM; Bob Roberts, WMCA

CANOVA, JUDY
The Judy Canova Show
NBC
Colgate Comedy Hour
NBC-TV

CARAGHER, JIMMY
Morning Call
WMBD, Peoria, Ill.

CARLSEN, HARRY & ESTHER
Rainbow Hour
WCDL, Carbondale, Pa.

CARR, NANCY
WGN, Chicago, Ill.

CARROLL, JUNE
WMAR-TV, Baltimore, Md.

CARSON, JACK
All Star Revue
NBC-TV

CARTER, ELMER
Bit of Ireland
WHAY, New Britain, Conn.

CHILDS, LELAND
WSFA, Montgomery, Ala.

CLARKE, HARRY
KSL, Salt Lake City, Utah

CLITES, MINOR
Minor Plays The Majors
KRES, St. Joseph, Mo.

CLOONEY, ROSEMARY
Colgate Comedy Hour
NBC-TV

COBIA, VIRGIL
KSJB, Jamestown, N. D.

CODY, WAYNE
Cody Show
KALL, Salt Lake City, Utah

COLLINS, DOROTHY
Your Hit Parade
NBC-TV

COMO, PERRY
Perry Como Show
CBS-TV

CONLEY, JACK
Stardust Serenade
KLMR, Lamar, Colo.

COOK, BOB
Uncle Bob's Ranch Time
WPTW, Piqua, O.

COOPER, GENEVA
WINN, Louisville, Ky.

COUTS, ABE
Cowboy Troubador
KYJC, Medford, Ore.

CORRADO, JOY
The Two J'S
WLCR, Torrington, Conn.

COURY, ROSELLE
WCOU, Lewiston, Maine

COX, JIMMY
Jimmy & Cliff Show
KCSJ, Pueblo, Colo.

CRANE, DICK
Dick Crane Show
KNEA, Jonesboro, Ark.

CROOK, MARIAN
KOWH, Omaha, Neb.

CROSBIE, PHIL
KHQ, Spokane, Wash.

CRUMP, PAULINE
WSOK, Nashville, Tenn.

CRUSADERS QUARTET
WVOK, Birmingham, Ala.

CULLEN, NORMA
Biggest Show in Town
WMBD, Peoria, Ill.

CURTIS, BETTY JANE
Variety Stand
WTAR-TV, Norfolk, Va.

CUTRIGHT, PEGGY
Time for Peggy
WRAY, Princeton, Ind.

— D —

DALE, DIANE
Diane Dale Show
WXYZ-TV

DANIELS, TEX
Lazy H Ranch
WSID, Baltimore, Md.

DAVID, JEFFREY, JR.
Jeffrey David Show
KSLO, Opelousas, La.

DAY, DENNIS
RCA Victor Show
NBC-TV

DAWN, MARION
Club 1300
WFBR, Baltimore, Md.

DELOATCH, MARY
WRAP, Norfolk, Va.

DESLISLE-COUTURE, VIOLETTE
CBV, Quebec

DESMOND, JOHNNY
Breakfast Club
ABC

DEVLIN, COLETTE
CKCH, Hull, Que.

DONADIO, TONY
Tee Vee Jamboree
WAAM, Baltimore, Md.

DOUGLAS, LARRY
American Music Hall
ABC

DUGUAY, JEANNETTE
J. D. Sings
CFNB, Fredericton, N. B.

DUNCAN, JAMES
CBW, Winnipeg

duPRAYE, PAM
Music Shop
WDSU-TV, New Orleans, La.

DUTRO, RONALD
Ladies' Day with Lee
KPIX, San Francisco, Cal.

DU VALL, RAY
WHEC, Rochester, N. Y.

FRANK CAMPANA

JUBILEE RECORDS - RADIO - TV

Personal Manager:
BILL ETH
673 Broadway
New York 12
OR 4-6300

DICK FREITAS
Musical Dir.

— E —

EDWARDS, JOAN
Joan Edwards Show
WCBS, New York, N. Y.

ELLIS, LEE AND LORRAINE
WINZ, Miami, Fla.

ELLIS, PEGGY ANN
Dancing Party
ABC

ELLIS, VEP
WFLA, Tampa, Fla.

ETHERIDGE, "TEXAS BOB"
Hillbilly Hoedown
KPHO, Phoenix, Ariz.

EVANS, BOB
Velda Boy
WALT, Tampa, Fla.

EVANS, JOHN
Songs The World Remembers
WCAO, Baltimore, Md.

EVANS, MICKIE
Mickie's Musical Corral
WTTM, Trenton, N. J.

— F —

FAIRCLOTH, PEANUT
Peanut Faircloth
WRDW, Augusta, Ga.

FISHER, CHET
Star Hostess Party
KNXT, Hollywood, Cal.

FISHER, JACK
Third Call
WWJ, Detroit, Mich.

FITCH, MARCIE
KGIN, Glenwood Springs, Colo.

FOLEY, RED
Prince Albert Grand Ole Opry
NBC

FONDELL, GERTRUDE
WHJC, Matewan, W. Va.

FONTAINE, BOB
CKLB, Ossawa, Ont.

FORKEY, WM.
KSJB, Jamestown, N. D.

FOXWORTH, BOBBY JEAN
WJAY, Mullins, S. C.

FRANKS, BETTY
WESC, Greenville, S. C.

FRIZZELL, TOMMY
McLean Jamboree
WVJS, Owensboro, Ky.

FURTADE, THOMAS
Dancing Party
ABC

— G —

GAINES, WALT
WIEL, Elizabethtown, Ky.

GAUDREAU, CARMELLE
CJEM, Edmundston, N. B.

GEDDES, CAMERON
CJCS, Stratford, Ont.

GENTLEMEN SONGSTERS
Silver & Gold
WHEC, Rochester, N. Y.

GEOR, GEORGE
Saturday Night Jamboree
CKCL, Truro, N. S.

GILHAM, ART
The Whispering Pianist
WQXI, Atlanta, Ga.

GIPSON, JACK
Morning Matinee
WBAP-TV, Ft. Worth, Tex.

GONZALES, WM.
WMIA, Caguas, P. R.

GOOD WILL QUARTET
WCOH, Newnan, Georgia

GORDON, PHIL
Phil & Jack
WDSA, New Orleans, La.

GRAY, DELORES
Buick Circus Hour
NBC-TV

GRESHAM, ELIZABETH
WKGN, Knoxville, Tenn.

GRIST, PHILIP
Club 1300
WFBR, Baltimore, Md.

GROVE, BETTY ANN
The Big Payoff
NBC-TV

GUIZAR, TITO
Tito Guizar Show
KTTV, Los Angeles, Cal.

GUY, GRADY
Tygart Valley Pioneers
WDNE, Elkins, W. Va.

JEAN MARTIN
Singing Star
Sammy Kaye Show, NBT

Sunday Willys

Personal Management:
TIM GAYLE
Hollywood Knickerbocker Hotel
Hollywood 28, Calif.

— H —

HAAS, LUCILLE
Songs by Lucille
KSUM, Fairmont, Minn.

HAGGART, BUD
Blues Chasers
WFDF, Flint, Mich.

HALIMAN, ART
CKEY, Toronto, Ont.

HAMILTON, DAVE
Hymn Time
WFBM-TV, Indianapolis, Ind.

HANSON, BURT
WCCO, Minneapolis, Minn.

HARDIN, SARA
Sunday Morning Devotions
WVCG, Coral Gables, Fla.

HARMONEERS, QUARTET
Gospel Quartet Time
WEAS, Decatur-Atlanta, Ga.

HARMONY BOYS QUARTET
WMOK, Metropolis, Ill.

HARP, MARTHA LOU
Chamber Music Society of Lower Basin Street
NBC
Dream Harbor
ABC

HARP, NANCY
Ladies' Day with Lee
KPIX, San Francisco, Cal.

HARRIS, NANCY
WGNS, Murfreesboro, Tenn.

HARVEY, LLOYD
Music Whirl
WIRL, Peoria, Ill.

HAYES, BILL
Your Show of Shows
NBC-TV

HAYMES, BOB
Bob Haymes Show
WCBS, New York, N. Y.

HENDERSON, JODY
Here's to Music
KHBG, Okmulgee, Okla.

HENDRICKSON, OLAF
Olaf Sings
KDEC, Decorah, Iowa

HILBURN, RED
Singing Range Rider
KBOP, Pleasanton, Tex.

HILL, ALLEN
Java Jingle Time
WLCM, Lancaster, S. C.

HILL, DOLORES
Sunday Get Together
WNAX, Yankton, S. D.

HINDS, BILL
WJAS, Pittsburgh, Pa.

HIT PARADERS
Your Hit Parade
NBC-TV

HOMELAND HARMONY QUARTET
Gospel Quartet Time
WEAS, Decatur, Atlanta, Ga.

HUDDLESTON, EV.
Ev Huddleston Show
WWCA, Gary, Ind.

HUFFMAN, JULE
Bride To Be
WCPO-TV, Cincinnati, O.

HUNT, BOB
Ladies Date
WABD, New York

HUTCH, NITA
Club 6:30
WTVN, Columbus, O.

HUTTON, INA RAY
Ina Ray Hutton All Girl Show
KTLA, Los Angeles, Cal.

HYDE, DICK
Hydetime
WKRC-TV, Cincinnati, O.

— I —

IVANY, HAROLD
VOGM, St. John's Newf.

— J —

JACKSON, EDDIE
All-Star Revue
NBC-TV

JACOBS, FRAN
Golden Moments of Song
WHAY, New Britain, Conn.

JAMES, ARLENE
It's in the Bag
NBC-TV

JESTER, SHIRLEE
Cinderella Week-end
WKRC-TV, Cincinnati, O.

JOHNSON, JUDY
Your Show of Shows
NBC-TV

JOHNSON, STELLA
WRAP, Norfolk, Va.

W. R. JOHNSTON, JR.
Doc & Neal Show
WBIR, Knoxville, Tenn.

JONES, PAUL
Song Souvenirs
WFLA, Tampa, Fla.

JOSEPH, EDDY
WHLD, Niagara Falls, N. Y.

JOPLIN, JAY
WIEL, Elizabethtown, Ky.

JOURDAIN, LAUREN
CKBL, Matane, Que.

JUBILEE SINGERS OF HOMESTEAD
WVCG, Coral Gables, Fla.

— K —

KALLAS, BESS
Lady Professor
WKBI, St. Marys, Pa.

KALLEN, KITTY
Colgate Comedy Hour
NBC-TV

KEMPF, "HOWDY"
Chuck Wagon Time
KPHO, Phoenix, Ariz.

KERN, GENETA
1490 Club
WKBV, Richmond, Ind.

KEUR, CORNELIUS
KULA, Honolulu, Hawaii

KIEFER, ADELINE
Uncle Al
WCPO-TV, Cincinnati, O.

KIEFFER, RAMONA
WHIZ, Zanesville, O.

KING, W. O.
Hymns of the People
WTOC, Savannah, Ga.

KINNEY, WENDELL
Patterns in Black & White
KMO, Tacoma, Wash.

KIRK, LISA
Colgate Comedy Hour
NBC-TV

KIRSTEN, DOROTHY
Railroad Hour
NBC

KISSEL, JOT
The Two J's
WLCR, Torrington, Conn.

KLEIN, BROS.
KAYL, Storm Lake, Iowa

KNOWLES, NORMA
Stylings
KGEM, Boise, Idaho

KOCUR, BOB
Bob & the Boomerangs
KCOG, Centerville, Iowa

KOENIG, LEONA
Saturday Date
KGPH, Flagstaff, Ariz.

KOENIG, VERNE
Verne Koenig Show
KDEC, Decorah, Iowa

KOTHE, BONNIE SUE AND MAXINE
Saddle Pals
KCHI, Chillicothe, Mo.

KRALL, BARBARA
WSPD-TV, Toledo, O.

KRUEGER, DICK
Dick Krueger Show
KXYZ, Houston, Tex.

— L —

LACHANCE, MADELEINE
CBV, Quebec

LAINE, DOREY
Morning Call
WMBD, Peoria, Ill.

LAINE, FRANKIE
All-Star Revue
NBC-TV

LANE, FRANCEY
Breakfast with Music
WNBT, New York

LANSON, SNOOKY
Your Hit Parade
NBC-TV

LANTRY, GLADYS
Four for a Quarter
KIMA, Yakima, Wash.

LANZA, MARIO
The Mario Lanza Show
NBC

LAWRENCE, AIMEE
Breakfast Gang
KFRC, San Francisco, Cal.

LAWRENCE, PAULINE
Breakfast Gang
KFRC, San Francisco, Cal.

LEE, MARY
Mary Lee Show
KSOX, Harlington, Tex.

LEE, MEL
"Show Me" Rangers
KTT, Rolla, Mo.

LEE, PEGGY
NBC, CBS

LEGREE, LT. WILBURN
The Singing Cop
WFDF, Flint, Mich.

LEROYE, JEAN
CKCV, Quebec

LIDSTONE SISTERS
VOGM, St. John's Newf.

LINN, JACKIE
Morning Bandwagon
WTAM, Cleveland, Ohio

LINN, ROBERTA
The Gypsy
KTLA-TV
Lawrence Welk Show
KTLA-TV

LOGAN SISTERS
WAGA-TV, Atlanta, Ga.

LoMASCOLO, NICOLO
Songs for You
WRAD, Radford, Va.

LOVELL, MARILYN
Coffee And
WNBQ, Chicago, Ill.

LUCAS, TOMMY
The Pioneers
WJEH, Gallipolis, Ohio

LUYBEN, RITA
Song Time
WKUL, Cullman, Ala.

LYNCH, CHRISTOPHER
Voice of Firestone
NBC, NBC-TV

LYNN, BOB
Bob Lynn's Mystery Tunes
WTVJ, Miami, Fla.

— M —

MACHIN, DANNY
Allen Jeffreys Show
WTOP, Washington, D. C.

MacRAE, GORDON
The Railroad Hour
NBC

MAIDS OF NOTE
WHEC, Rochester, N. Y.

MANNING, HOWARD
Stars of Excellence
WBEN-TV, Buffalo, N. Y.

MARLENE
Tee Vee Jamboree
WAAM, Baltimore, Md.

MARTIN, DEAN
B. June 7, 1917, Steubenville, Ohio; Comedy Hour, NBC-TV; Martin & Lewis Show, NBC

MARTIN, GEORGE
WOKZ, Alton, Ill.

MARTIN, TONY
B. Dec. 25, 1913, Oakland, Cal.; Colgate Comedy Hour, NBC-TV

MARVIN, BOB
Homemaker's Hob Nob
WBNS-TV, Columbus, O.

MASON, TERRY
Dinner Date
WAGA-TV, Atlanta, Ga.

MATTISON, HENRY
The Plainsman
WRHD, Duncan, Okla.

MAXON, TERRY
Dinner Date
WAGA, Atlanta, Ga.

MAXTON, SHORTY
WHAP, Hopewell, Va.

McCORMICK, JETTIE LEE
We Three
WGAR, Cleveland, O.

McDONALD, RUSTY
Tumblewees Jamboree
KTRM, Beaumont, Texas

McDOUGAL, EDDY
WOWL, Florence, Ala.

McHALE, LARRY
KALB, Alexandria, La.

McINTIRE, RUSS
Songs by Russ McIntire
WSTP, Salisbury, N. C.

McKNIGHT, GENE
Sat. Night Jamboree
WSAZ-TV, Charleston, W. Va.

MEIERS, MARVIN
Marv Meiers Sings
KCOL, Fort Collins, Colo.

MELLILLO, DOLLY
Songs by Dolly
WLAD, Danbury, Conn.

MELTON, JAMES
Ford Festival Time
NBC-TV

MERCEEDEES
KING, Seattle, Wash.

MERIWETHER, LAWRENCE
Songs by Meriwether
WGL, Fort Wayne, Ind.

MERIDEW, REG
Reg & Henry
WGAR, Cleveland, O.

MERRILL, ROBERT
Encore
NBC
RCA Victor Records
Metropolitan Opera

MESERVY, NORM
WOLF, Syracuse, N. Y.

MEYER, ALLEN
Allen Meyer Show
WJAG, Norfolk, Neb.

MILLS, MARALYN
Jack McElroy Show
KNBH, Hollywood, Cal.

MILNE, NANCY
Milne & Townsend
WDBJ, Roanoke, Va.

MILNER, CAL
Kitchen Concret
WDAS, Phil., Pa.

MILTNER, JAY
Morning, Bandwagon
WTAM, Cleveland, Ohio

MIZE, BILLY
Billy Mize Show
KAFY, Bakersfield, Calif.

MOORE, HARRIET
WHO, Des Moines, Iowa

MORRIS, ROD
Morris & His Missourians
WJAG, Norfolk, Neb.

MORRISON, BOB
S'prize Party
WIRE, Indianapolis, Ind.

MUNGALL, JOHNNY
WTAC, Flint, Mich.

MURRAY, GEORGE
CFRB, Toronto, Ont.

— N —

NEAL, BRANCH
Doc & Neal Show
WBIR, Knoxville, Tenn.

NESBITT, FRED
Melody Time
KOA, Denver, Colo.

NEW YORKERS
Star Hostess Party
KNXT, Hollywood, Cal.

NOEL, DICK
Dick Noel Show
WLW, Cincinnati, O.

NOEL, MICHEL
CKAC, Montreal

NORMAN, CAROL
Money to Burn
WBTV, Charlotte, N. C.

NORMAN, JEAN
Family Party
WMBD, Peoria, Ill.

NORWOOD, JACK
Songs Inc.
WTAR-TV, Norfolk, Va.

— O —

O'BRIEN, LOUISE
Matinee
KOTV, Tulsa, Okla.

O'HEREN, RICHARD
WHK, Cleveland, O.

OLIVER, JEAN
Guest Book
WFAA-TV, Dallas, Texas

O'NEIL, DANNY
Breakfast with Danny O'Neil
WBKB-TV, Chicago, Ill.

ORTIZ, JOSE INES
WCMN, Arecibo, P. R.

OSTUNI, PHILOMENA
Suffolk Society Musicale
WALK, Patchogue, N. Y.

OWEN, MARGARET
Breakfast with Bigelows
WJTN, Jamestown, N. Y.

OWENS, JIM
Hillbilly Fever
WVMI, Biloxi, Miss.

— P —

PAGE, PATTI
Scott Music Hall
NBC-TV

PALMER, COY
Sunshine Man
KPDN, Pampa, Texas

PALMER, JANIE
Musically Speaking
WWJ-TV, Detroit, Mich.

PARKER, GLORIA
WJZ-TV, New York

PARSON, KAY
Girl O'Yesterday
KENO, Las Vegas, Nev.

PAYNE, FRED
WESC, Greenville, S. C.

PEERCE, JAN
Freedom Sings
Metropolitan Auditions of the Air
ABC

PHILLIPS, DUB
Silver River Time
WPAL, Charleston, S. C.

PIAZZA, MARGUERITE
Show of Shows
NBC-TV
Encore
NBC

PICKENS, JANE
Pickens Party
NBC

PIERCE, BILL
B. P. at the Piano
KBUH, Brigham City, Utah

PIERCE, BRUCE
Barn Dance
WBAP-TV, Fort Worth, Tex.

PINZA, EZIO
All Star Revue
RCA Victor Show
NBC-TV
Telephone Hour
NBC

POST, BILL
Doin' The Town
KSL-TV, Salt Lake City, Utah

POWELL, HERMAN
Melody Ramblers
WSFT, Thomaston, Ga.

PRESSNALL, JAN
Piano Portraits
KJAN, Atlantic, Iowa

— Q —

QUIGGLE, HELEN
Helen's Show
WKBI, St. Marys, Pa.

QUINN, B. F.
Rainbow Revue
KSUB, Cedar City, Utah

— R —

RAABE, ROY
Tune Topper
KBOP, Pleasanton, Tex.

RADIO WRANGLERS
WAGA, Atlanta, Ga.

RAINE, LORRY
Armed Forces Radio "Jubilee," Command Performance, Coral and Okeh (Columbia) Records, Art Ford Show, NBC; Rudy Vallee TV Films, NBC-CBS

RANGER, MARY
WTAC, Flint, Mich.

RASOR, JERRY
Club 6:30
WTVN, Columbus, O.

RIATT, JOHN
Buick Circus Hour
NBC-TV

RICHARDS, CAROL
Ralph Edwards Show, NBC-TV; Martin & Lewis Show, Edgar Bergen Show

RICHMOND, BOB
The Marling Show
WREN, Topeka, Kansas

REE, NANCY
Bill Silbert Show
WABD, New York

RENO, JACK
Rhythm Ranger
KCOG, Centerville, Iowa

REYNOLDS, BRAD
Brad Reynolds Show
KGW, Portland, Ore.

REYNOLDS, LLOYD
Presenting Lloyd Reynolds
KBLI, Blackfoot, Idaho

RILEY, DALE
Evening Vespers
WLDY, Ladysmith, Wis.

RISING SUN GOSPEL SINGERS
WVCG, Coral Gables, Fla.

RITCHEY, CHARLES E.
WVAM, Altoona, Pa.

ROBBINS, GEORGE
Listen While You Lunch
WEBR, Buffalo, N. Y.

ROESE, RAY
Hospitality House
WRFO, Worthington, O.

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati, Ohio; Roy Rogers Show, NBC-TV

ROMERO, NED
Ned Romero Show
WJBO, Baton Rouge, La.

ROSS, GLENN
Glenn Ross Sings
WIRK, West Palm Beach, Fla.

ROY, MARY
Stump Us
WWJ-TV, Detroit, Mich.

RUCKER, JOAN
Joan Sings
WTND, Orangeburg, S. C.

RUSSELL, CONNIE
Breakfast with Music
NBC-TV
Dial Dave Garroway
NBC

RUSSELL, JACK
Your Show of Shows
NBC-TV

RYAN, JOHNNY
Party Line
KVOO, Tulsa, Okla.

— S —

SALGADO, OLGA MARGARITA
WCMN, Arecibo, P. R.

SANTA FE RIDERS
WKTV, Utica, N. Y.

SARGENT, MICHAEL
Music Michael Please
WBIW, Bedford, Ind.

SCHAD, HARRY
Breakfast at the Lenox
WBEN, Buffalo, N. Y.

SEARLES, TOM
Tom & Abigail
KELO, Sioux Falls, S. Dak.

SEAY, ALBERT
WSOK, Nashville, Tenn.

SHAFER, DICK
WLW-D, Dayton, O.

SHAUGHNESSY, MARGIE
KCRC, Enid, Okla.

SHEER, ORAL
CKOY, Ottawa, Ont.

SHERWOOD, BOBBY
The Milton Berle Show
NBC-TV

SHORE, DINAH
B. March 1, 1917, Winchester, Tenn.; Jack Smith-Dinah Shore-Margaret Whiting Show, CBS; Dinah Shore Show, CBS-TV

SHREVE, BOB
Moments Musical
WGL, Fort Wayne, Ind.

SILVER KINGS, THE
WLAG, LaGrange, Ga.

SIMPSON, RALPH
Singing Crusader
WAKE, Greenville, S. C.

SIZEMORE, GORDON AND LITTLE DOC
WFKY, Frankfort, Ky.

SLOCUM, BILL
Wand'ring Minstrel
KPOJ, Portland, Ore.

SMILEY, BETTE
Gitshop
WCAE, Pittsburgh, Pa.

SMITH, ANN
Heartwarmer
WFEC, Miami, Fla.

SMITH, BEN
Ben Smith Sings
KVMA, Magnolia, Ark.

SMITH, HANK
WFJA, Fort Payne, Ala.

SMITH, KATE
The Kate Smith Hour
The Kate Smith Evening Hour
NBC-TV

SMITH, RAY
WCOP, Boston, Mass.

SNARY, BILL
Breakfast Party
WGN-TV, Chicago, Ill.

SNODGRASS, ELMER
Elmer's Tunes
WAKE, Greenville, S. C.

SONGFELLOS, THE
KLMR, Lamar, Colo.

SONGFELLOWS, THE
WHO, Dest Moines, Iowa

SOUTHERN MELODY QUARTET
WLAG, LaGrange, Ga.

SOUTHLAND QUARTET
WVIN, Olney, Ill.

SPELMAN, MARIAN
WLW, Cincinnati, O.

STACEY, JEAN
Jean Stacey Sings
KTAT, Frederick, Okla.

STALKER, CAY
Breakfast Frolic
KFH, Wichita, Kan.

STANDORD, TED
Guest Book
WFAA-TV, Dallas, Tex.

STARKEY, ROY
Silhouettes of the West
WBKB-TV, Chicago, Ill.

STARR, JACKIE
Western Jamboree
WSAZ-TV, Charleston, W. Va.

STEBER, ELEANOR
Voice of Firestone
NBC, NBC-TV

STEIN, GERTRUDE
Music of Masters
WJEL, Springfield, O.

STEPHENS, GINNY
Just You-Just Me
WCAU, Philadelphia, Pa.

STEVENS, GARRY
TV Showcase
WRGB, Schenectady, N. Y.

STEVENS, RICHARD
CKLN, Nelson, B. C.

STEVENS, RISE
Voice of Firestone
NBC, NBC-TV

STEWART, MARTHA
Those Two
NBC-TV

STRINGER, TIPPY
Allan Jeffreys Show
WTOP, Washington, D. C.

SUITS, GORDON
Suits Song Shop
KGNC, Amarillo, Texas

SWEETLAND, SALLY
Words in the Night
NBC

SWERER, BOB
Bob Swerer Show
KCOL, Fort Collins, Colo.

— T —

TANGEN, CLARA
Clara Tangen Show
KDEC, Decorah, Iowa

TANZER, JACKIE
These Are My Favorites
WREB, Holyoke, Mass.

TAYLOR, MORRIS
Country Music Hall
KMOR, Oroville, Cal.

TAYLOR, PEGGY
Breakfast Club
ABC

TAYLOR, WAYNE
Wayne Taylor Show
KTUL, Tulsa, Okla.

TERRY, AL
Evangeline Round-up
KVOL, Lafayette, La.

THOMAS, DELL
Songs with a Western Touch
KFAM, St. Cloud, Minn.

THOMAS, MATT
WMAR-TV, Baltimore, Md.

THOMASON, JIMMY
Jimmy Thomason Show
KAFY, Bakersfield, Calif.

THOMPSON, SUE
Dude Martin Show
KTTV, Los Angeles, Calif.

TOWNSEND, DUDLEY
Milne & Townsend
WDBJ, Roanoke, Va.

TRENERRY, ANN
Girl with a Song
KIMA, Yakima, Wash.

TURNER, DALLAS
Songs of the West
KWJJ, Portland, Ore.

— U —

UPSON, DAVE
Dave & Barbara Show
WKRC, Cincinnati, O.

UPTON, DON
Don Upton Show
WLVA, Lynchburg, Va.

— V —

VALENTINE, BARRY
WJZ-TV, New York

VALLI, JUNE
Your Hit Parade
NBC-TV

VAN, JACKIE
Breakfast Party
WGN-TV, Chicago, Ill.

VANDERBILT, EILEEN
Songs by Eileen
WPLA, Plant City, Fla.

VAUGHAN, DENNY
CFRB, Toronto, Ont.

— W —

WAKELY, JIMMY
The Jimmy Wakely Show
KNXT

WALKER, DUSTY
Chef Milani
KNBH, Hollywood, Cal.

WALKER, GINNY
Third Call
WWJ, Detroit, Mich.

WALKER, MADELINE
WOW, Omaha, Neb.

WARENSKJOLD, DOROTHY
Ford Festival Time
NBC-TV

WARREN, "DOC"
Cracker Jack Show
WPDQ, Jacksonville, Fla.

WASHBURN, EDIE
Eggs at Eight
KVOO, Tulsa, Okla.

WATKINS, GRACE
Words and Music
KBIS, Bakersfield, Calif.

WATTS, SLIM
Kinsel Jamboree
KTRM, Beaumont, Texas

WAUER, JUANITA
WHO, Dest Moines, Iowa

WAYNE, DICK
Lonesome Serenade
KFEQ, St. Joseph, Mo.

WAYNE, EDDY
Eddy Wayne Show
WCUE, Akron, O.

WEBB, HELEN
Sooner Shindig
WKY-TV, WKY, Oklahoma City, Okla.

WEBSTER, JOE
Sooner Shindig
WKY-TV, WKY, Oklahoma City, Okla.

WEISS, DICK
A Date With Dick
WGBA, Columbus, Ga.

WESSELS, MAX H.
Continental Varieties
WWRL, New York, N. Y.

WHEATLEY, JOANNE
American Music Hall
ABC

WHITE, BARBARA
Stardust Serenade
KLMR, Lamar, Colo.

WHITE, JOHNNY
Johnnie White and his Sons
WNAX, Yankton, S. D.

WHITING, MARGARET
Dancing Party
ABC

WILLIAMS, BILLY QUARTET
Your Show of Shows
NBC-TV

WILLIAMS, EDDIE
Western Songs
KDAL, Duluth, Minn.

WILLIAMS, FRANK
Refreshment Time
WMRY, New Orleans, La.

WILLYS, SUNDAY
Armed Forces Radio, "Jubilee," Theater of the Air Club, MacGregor Transcriptions

WILSON, EILEEN
Your Hit Parade
NBC-TV

WILSON, HAPPY
WAPI, Birmingham, Ala.

WILSON, PAT
Homemaker's Hob Nob
WBNS-TV, Columbus, O.

WOOD, AUSTIN
Missouri Swingsters
KTTR, Rolla, Mo.

WOODWARD, ARLISS
WSAM, Saginaw, Mich.

WOODWORD, MARGARET
WHO, Des Moines, Iowa

WORKMAN, DICK
WSYR, WSYR-TV, Syracuse, N. Y.

WORTH, MARION
WAPI, Birmingham, Ala.

WRIGHT, RUBY
WLW, Cincinnati, O.

— Y —

YOUNG, FLORENCE
Florence Young Show
KOA, Denver, Colo.

YOUNG, JEAN ANNE
WPFB, Middletown, O.

— Z —

ZEIDMAN, IRVING
Irving Sings
KNOE, Monroe, La.

THE NEW YORK TIMES,
FRIDAY, JANUARY 2, 1953

RADIO & TELEVISION

A Laconic Bill Stern, Accepting Conditions of New TV Medium, Calmly Describes Cotton Bowl Game

By JACK GOULD

Bill Stern, the veteran sportscaster, showed a rare brand of both courage and common sense yesterday. Noted for years as an announcer who practically never stopped talking, he completely altered his technique in giving over the N. B. C. network an account of the Cotton Bowl game between Texas and Tennessee.

The contrast between the Stern of yesterday and the Stern of old was so marked—and so welcomed—that there could be no doubt that the sportscaster had deliberately elected to heed the cries of many football fans to let the TV camera tell the story. Bill deserves credit for making an about face. For a person in the public eye that is never easy.

The Texas-Tennessee game was an acid test for Mr. Stern because the Cotton Bowl attraction was an incredibly dull one. But whereas in days gone by Mr. Stern would have endeavored to camouflage the obvious with a torrent of words, yesterday he succinctly observed that Tennessee was not very good and let it go at that.

Mr. Stern's major improvement was that he did not chatter while a play was in progress, for the most part restricting his comment to giving the name of the player who carried the ball. On passes and kicks, he kept still and allowed the viewer to see for himself what was happening. Even during several occasions when the teams took time out, he said nothing. The viewers waited along with the spectators of the bowl for the game to resume, which is enlightened television.

Similarly, Mr. Stern abstained from analyzing the game in technical gobbledegook. Mr. Stern should complete successfully the transition from radio to TV. His worst troubles apparently are over.

THANKS JACK GOULD

Bill Stern

SPORTS COMMENTATORS

RADIO AND TELEVISION

—their work during 1952

☆

— A —

ADAMS, NOREY
KPUG, Bellingham, Wash.
ADAMS, TONY
Sports Tonight
WCAX, Burlington, Vt.
ADELSON, JAMES
KCJB, Minot, N. D.
AFMAN, FRED
WMUU, Greenville, S. C.
ALBERTSON, DON
KGDE, Fergus Falls, Minn.
ALBY, WYNN
Sports Shots
WWOD, Lynchburg, Va.
ALDEN, JERRY
WSNJ, Bridgeton, N. J.
ALDRIDGE, MAHLON R.
Sports Page
KFRU, Columbia, Mo.
ALEXANDER, PAUL
KSL-TV, Salt Lake City, Utah
ALLAN, STAN
WPAC, Parchogue, N. Y.
ALLBRIGHT, NAT
Sports Hi-Way
WEAM, Arlington, Va.
ALLEN, KIRBY
KXEO, Mexico, Mo.
ALLEN, MEL
B. Feb. 14, 1913, Birmingham;
G. M. Football
NBC-TV
ALLEN, PERC
CKOC, Hamilton, Ont.
AMBROSE, JOHNNY
WTAG, Worcester, Mass.
ANDERSON, ALLEN
WASA, Havre de Grace, Md.
ANDERSON, ARNOLD
Speaking of Sports
CKPC, Brantford, Ont.
ANDERSON, DICK
Dick's on at Six
WEOA, Evansville, Ind.
ANDERSON, JACK
WKIM, Mayfield, Ky.
ANDERSON, TOM
Sports Roundup
WGEZ, Beloit, Wis.
ANDREWS, JEAN
Play by Play
WINX, Rockville, Md.
ANGST, B. A.
WPAM, Pottsville, Pa.
ANSELMO, VINCE
KJRL, Pocatello, Idaho
ARMSTRONG, STU
According to the Coach
WSIV, Pekin, Ill.
ARNOLD, FULTON
F. A. Sports Roundup
WTTM, Trenton, N. J.
ARO, SAM
Sports Jottings
WMCA, New York, N. Y.
ARTHUR, FRANK
Sports Report
KSAN, San Francisco, Cal.
AUCLAIR, G.
CJSO, Serel, Que.
AUSTIN, TED
Sports Edition
WFAI, Fayetteville, N. C.

— B —

BAILEY, CHARLEY
WEBR, Buffalo, N. Y.
BAIR, PAUL
A Bearing on Sports
WEOA, Evansville, Ind.
BAKER, BILL
WROY, Carmi, Illinois
BAKER, DICK
WSAI, Cincinnati, O.
BAKER, JIM
Branney's Bandstand
KVOC, Casper, Wyo.
BAKER, NELSON
Melody Scoreboard
WFBR, Baltimore, Md.
BAKER, PAUL
Play by Play
WLAD, Danbury, Conn.
BALCH, FRANK
Sports Today
WJOY, Burlington, Vt.
BALDING, CHUCK
Sports Whirl
WOAY, Oak Hill, W. Va.
BALDWIN, BILL
KWRO, Coquille, Ore.
BAMMANN, GLEN
Outdoors Ohio
WGAR, Cleveland, O.
BARBER, RED
Orange Bowl Game
Fred Waring Show
CBS-TV
BARBOSE, JOHN
WSNJ, Bridgeton, N. J.
BARBOUR, HERSHELL
WCKB, Dunn, N. C.
BARCLAY, AL
Sports Trail
WAMS, Wilmington, Del.
BARNETT, RUSS
Scoreboard
WTOL, Toledo, O.
BARRETT, BILL
WCJU, Columbia, Miss.
BARRETT, WM. R.
WJLS, Beckley, W. Va.
BARRINGTON, JAY
Sports Final
WDAF-TV, Kansas City, Mo.
BARRY, GUY
Sports Parade
WCOJ, Coatesville, Pa.
BARRY, JOSH
Sports Parade
WNOR, Norfolk, Va.
BARTON, DALE
Sports Parade
KCIM, Carroll, Iowa
BARTER, PHIL
CJAV, Port Alberni, B. C.
BASSMAN, DON
Your Sports Parade
KVKM, Monahans, Tex.
BATES, MARVIN
WGBF, Evansville, Ind.
BAXTER, BOB
Football Finals
WMSC, Columbia, S. C.
BAYEUR, ROLAND
CKVL, Verdun
BEATTY, ROSS
WELM, Elmira, N. Y.
BEDELL, FORREST
WFRC, Reidsville, N. C.
BEHAN, DENNIS
Spotlight on Sport
KLMR, Lamar, Colo.
BEKAS, TONY
WKAP, Allentown, Pa.
BELCHER, ROD
KOL, Seattle, Wash.
BELL, GABBY
WILD, Birmingham, Ala.
BELOTE, WILLARD
WGAF, Valdosta, Ga.
BENDER, BOB
WGY, WRGB, Schenectady, N. Y.
BENDER, TOM
Pigskin Preview
WSAV, Savannah, Ga.
BENNETT, DEAN
KSL, Salt Lake City, Utah
BERMAN, AL
WEVD, New York
BERNAM, MEL
Sports To-day
WHAT, Phil., Pa.
BERNDT, IRVING A., JR.
WRAK, Williamsport, Pa.
BERGER, JEAN
CKBL, Matane, Que.
BERRELL, LARRY
Sports Headlines
KBIG, Avalon, Calif.
BIEDRZYCKI, TOM
Tip Off On Sports
Miles City, Mont.
BIRD, BUD
KISD, Sioux Falls, S. Dak.
BIRD, FRANK
CJOC, Lethbridge, Alberta
BIRDSONG, HUGH
Spotlight on Sports
WFPM, Fort Valley, Ga.
BIRLEFFI, LARRY
KFBC, Cheyenne, Wyo.
BISHOP, FRED
CKWX, Vancouver, B. C.
BISSETT, DAVE
WRAD, Radford, Va.
BISSETT, FRANK
Sportsreel
KEPO, El Paso, Texas
BLACK, MARTIN
Highlife Sports Review
KRAM, Las Vegas, Nev.
BLACKBURN, BOB
Sports Edition
KEX, Portland, Ore.
BLAIS, YVON
CKAC, Montreal
BLAKE, CHAS. A.
Parade of Sports
WSON, Henderson, Ky.
BLOOM, MARV
WCED, DuBois, Pa.
BLUM, BOB
Sportsbook
KEEN, San Jose, Cal.

BODNEY, AL
Sports Today
KIDSH, Boise, Idaho
BOGGESS, JOHN
Sports Panorama
WLAG, Lagrange, Ga.
BOHEMIER, ETIENNE
Chronique Sportive
CKSB, St. Boniface, Manitoba
BOHNHOFF, ED
KILO, Grand Forks, North Dakota
BOICE, CHUCK
KOCO, Salem, Ore.
BOKER, BILL
Sports Hi Lites
WMIK, Middleboro, Ky.
BOLAND, CHARLIE
KRLD, KRLD-TV, Dallas, Tex.
BOLAND, JOE
WSBT, South Bend, Ind.
BOND, VIRGIL
Games
KTKT, Tucson, Ariz.
BONIFAY, BOB
The Sportsreel
WTSP, St. Petersburg, Fla.
BONIN, DONALD
KANE, New Iberia, La.
BOOTH, AUSTIN
KMMO, Marshall, Mo.
BOWER, BILL
First Call to Sportscall
WTIP, Charleston, W. Va.
BOWMAN, HUGH
CJOY, Guelph, Ont.
BOWSER, BEN
Armstrong County Sports
WACB, Kittanning, Pa.

BOYD, DON
Sports Final
WCLO, Janesville, Wis.
BOYER, DEAN
WCOL, Columbus, O.
BOYER, JOHNNY
KDKA, Pittsburgh, Pa.
BRADLEY, JACK
Sports Almanac
WSAZ-TV, Charleston, W. Va.
BRAMLETT, RALPH
To-day's Sports
WANS, Anderson, S. C.
BRANNON, JIM
WJEH, Gallipolis, Ohio
BRANSON, TERRY
KWBW, Hutchinson, Kansas
BRANSON, TODD
5:30 Sport Show
WWCA, Gary, Ind.
BRAY, DICK
Sports Roundup
WCPO-TV, Cincinnati, O.
BREAUX, JERRY
WLCS, Baton Rouge, La.
BREMSER, LYELL
Sports by Bremser
KFAB, Omaha, Neb.
BRICKHOUSE, JACK
WGN-TV, Chicago, Ill.
BRITT, JIM
WNAC-TV, Boston, Mass.
BRODE, BUDDY
WNAR, Norristown, Pa.
BROGAN, PAUL
Sports Newsreel
WLAM, Lewiston, Maine

BROOKBANK, JIM
Sports Parade
KCKY, Coolidge, Arizona
BROOKS, BILL
In the Press Box
WEBJ, Brewton, Ala.
BROOKS, LEE
Sportlight
KCSU, Provo, Utah
BROWN, BILL
WBTA, Batavia, N. Y.
BROWN, BOB
KGGM, Albuquerque, N. M.
BROWN, F. FRED, JR.
Sports Line-Up
WLOS, Asheville, N. C.
BROWN, GLENN
KVET, Austin, Texas
BROWN, JOHNNY
Sports Review
WCOH, Newnan, Ga.
BROWN, WARREN
Sports Page
WBKB-TV, Chicago, Ill.
BRUSE, LEE
Sports Roundup
WHIT, New Bern, N. C.
BRYAN, BILL
KTOW, Oklahoma City, Okla.
BULLETT, BERNARD "BUCKY"
Sports Trail
WMNB, North Adams, Mass.
BUNN, NEAL
Spotlight of Sports
KNEA, Jonesboro, Ark.
BUBP, BOB
WPTW, Piqua, O.

BURCHETT, LANIER
WAIN, Columbia, Ky.
BURGESS, JACK
WOSC, Fulton, N. Y.
BURGESS, SMOKY
Sports Page
WGBA, Columbus, Ga.
BURKE, GORDON
Sports Parade
KULA, Honolulu, T. H.
BURNS, LYNN
Basketball Tips
KELK, Elko, Nev.
BURR, CHUCK
Sports Excerpts
WXRA, Buffalo, N. Y.
BURT, JIM
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KELO, Sioux Falls, S. D.
BURTON, DON
WLBC, Muncie, Ind.
BUTCHART, BOB
Sportstime
CFGP, Grande Prairie, Alberta
BUTTERFIELD, RAY
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WLOX, Biloxi, Miss.
BYER, HAL
Sportslants
KWIL, Albany, Ore.
BYRD, HERBERT
Brownie's Sports
KXLR, Little Rock, Ark.

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CAMMAROTA, ED
WEEU, Reading, Pa.
CAMPBELL, BILL
WCAU, Phila., Pa.
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Sports Headlines
WVMI, Biloxi, Miss.
CAMPBELL, BUD
WIND, Cihcago, Ill.
CAMPBELL, DAVE
WAPI, Birmingham, Ala.
CAMPBELL, JOHN
Sportsreview
KXLL, Missoula, Mont.
CAMPBELL, MALCOLM
WCUM, Cumberland, Md.
CAMPBELL, NEENIE
Caravan of Sports
WMCK, McKeesport, Pa.
CAMPOFREDA, NICK
The Sportsman
WAAM, Baltimore, Md.
CANDELARIO, MIGUEL A.
WMIA, Caguas, P. R.
CANNON, WILSON, JR.
Pau Hana Time
KMVI, Wailuku, Maui, T. H.
CANTFORT, VAN
WPAY, Portsmouth, O.
CARAY, HARRY
WIL, St. Louis, Mo.
CARBURY, JOE
CJCA, Edmonton, Alta.
CARDILLE, BOB
WICU, Erie, Pa.
CARIKER, KEN
Sports Review
KRBC, Abilene, Tex.
CARMICHAEL, LEE
Sports Revue
KWK, St. Louis, Mo.
CARNEAL, HERB
WSPR, Springfield, Mass.
CARNEGIE, TOM
Sports Wire
WIRE, Indianapolis, Ind.
CARNEY, J.
WCAP, Lowell, Mass.
CARPENTER, JIM
WDBQ, Dubuque, Iowa
CARR, GEORGE
WFEB, Sylacauga, Alabama
CARTER, BILL
KRUS, Ruston, La.
CARTER, CAL
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KAMD, Camden, Ark.
CARY, ANDY
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WNOK, Columbia, S. C.
CARY, TOM
KMTV, Omaha, Neb.
CASPER, T.
KCLE, Cleburne, Texas
CASPER, TEE
KCUL, Fort Worth, Tex.
CAST, BURT
KOMW, Omak, Wash.
CAUDILL, CARL
WFTC, Kinston, N. C.
CAULEY, AL
This Week in Sports
CJAD, Montreal
CAVANAUGH, JOE
Sports Scene
WARD, Johnstown, Pa.
CESSNA, KENNETH
KWWL, Waterloo, Iowa
CHALMERS, JIM
WEIM, Fitchburg, Mass.

TOM DUGGAN
"Let's Look At Sports"
Since Oct. 1949 — WNBQ
"Tom Duggan Sport Special"
Since Oct. 1949 — WMAQ

MARK SCOTT
"Tops in Sports in the West"

CHAMBERLAIN, CARL
WARC, Rochester, N. Y.
CHAMBERLAIN, GUS
Sports Review
WDEF, Chattanooga, Tenn.
CHAPMAN, DAVE
World of Sports
KALB, Alexandria, La.
CHARLES, AL
WAYB, Waynesboro, Va.
CHARLES, BERT
WVKO, Columbus, O.
CHARLES, DICK
KMTV, Omaha, Neb.
CHARVAT, JACK
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KTUL, Tulsa, Okla.
CHASSE, LOUIS
CBV, Quebec
CHEDWICK, CRAIG
WHOD, Homestead, Pa.
CHEYNEY, RAY
WCSS, Amsterdam, N. Y.
CHILDERS, RAY
WBTM, Danville, Va.
CHRISTIAN, CHARLIE
KTOP, Topeka, Kan.
CHRISTIE, GEORGE
Christie's Sports Page
WFEA, Manchester, N. H.
CICCI, GINO
Spotlight on the World of Sports
CKGB, Timmins, Ont.
CIRALDO, AL
Sports Column
WGLS, Decatur, Ga.
CLAPPER, KENNETH
Sports Page
WRTA, Altoona, Pa.
CLARK, CRIS
In the Sportlight
WBSM, New Bedford, Mass.
CLARK, HARRY
WVOM, Boston, Mass.
CLAUSEN, JERRY
KCRE, Crescent City, Cal.
CLAYTON, TOM
WLLH, Lowell-Lawrence, Mass.
CLEAR, WM.
Clearly for Sports
WRTA, Altoona, Pa.
CLEMENS, BOB
Clemens Sportscast
KENO, Las Vegas, Nev.
CLEMENTS, JOE
KLIX, Twin Falls, Idaho
CLEVERLY, JACK
The Den
WKY-TV, Oklahoma City, Okla.
CLIFT, JOHN
Across Sports Desk
KDSX, Denison, Tex.
CLIFTON, CHARLES
KRKD, Los Angeles, Cal.
CLOSE, BILL
Close Up In Sports
KOY, Phoenix, Ariz.
COBURN, HULON
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WBLJ, Dalton, Ga.
COBURN, PAUL
Coburn's Corner
KSAK, Salt Lake City, Utah
COCKERTON, E.
CJST, Quebec
COCKMAN, DAVID
WTSC, Thomasville, N. Carolina
COGGINS, JIMMIE
Along the Sports Trail
WKDK, Newberry, S. C.

COLEMAN, JIM
WGET, Gettysburg, Pa.
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WNBK, Cleveland, O.
COLKITT, JERRY
KALE, Richland, Wash.
COLLARD, RENE
CKCV, Quebec
COLLINS, DAVE
WRFO, Worthington, O.
COLLINS, SID
Fox's Den
WIBC, Indianapolis, Ind.
COLTON, LARRY
In This Corner
WGUY, Bangor, Maine
CONLIN, BILL
KCRA, Sacramento, Cal.
CONNOLLY, PAT
CJCH, Halifax, N. S.
CONRAD, STEVE
WAPO, Chattanooga, Tenn.
COOK, BOE
KICA, Clovis, N. M.
COOK, GORD
CFRB, Toronto, Ont.
CORLEY, BILL
WBNS, Cleveland, Ohio
CORNISH, WORTHEN
WGAN, Portland, Maine
CORRIGALL, NED B.
CKRD, Red Deer, Alta.
CORWIN, HAL
Spotlite on Sports
KPHO, Phoenix, Ariz.
COSTELLO, ED.
World of Sports
KOSA, Odessa, Tex.
COTTER, JOE
Sports Page of the Air
WSPT, Stevens Point, Wis.
COUPPEE, AL
KRNT, Des Moines, Iowa
COWAN, COLEY
Sports Corner
WSAZ-TV, Charleston, W. Va.
COX, HOWIE
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WOBT, Rhinelander, Wis.
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WCBI, Columbus, Miss.
CREAGER, MACK
KRMG, Tulsa, Okla.
CREIGHTON, HARRY
WGN-TV, Chicago, Ill.
CREWS, BILL
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WTAD, Quincy, Ill.
CRISTIL, JACK
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WROX, Clarksdale, Miss.
CROCKETT, HUDLEY
KAVE, Carlsbad, N. M.
CROFT, MIKE
WHUN, Huntington, Pa.
CROWLEY, BILL
WARA, Attleboro, Mass.
CROWLEY, BILL
WORC, Worcester, Mass.
CROWLEY, PAUL C.
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WJPD, Ishpeming, Mich.
CRUM, BIRNIE
Birnie Crum Sports
WHOL, Allentown, Pa.
CRYSDALE, JOE
CKEY, Toronto, Ont.
CULLINGS, BOB
Parade of Sports
WINR, Binghamton, N. Y.
CUMMINS, JACK
Jack of All Sports
WTVJ, Miami, Fla.

CUMMINS, RAY
Cavalcade of Sports
WMBL, Morehead City, N. C.
CUMMINS, TAIT
WMT, Cedar Rapids, Iowa
CUNNINGHAM, DON
WKBW, Buffalo, N. Y.
CUNO, ERNIE
WSYR, Syracuse, N. Y.
CURTIS, GENE
Sports Scoreboard
Spotlight on Sports
Sports Reel
KGLN, Glenwood Springs, Colo.
CURTIS, REA
Dugout Dope
KJFJ, Webster City, Iowa
CUTLER, JACK
Spotlight on Sports
WKIP, Poughkeepsie, N. Y.
CUTTER, JOE
WKRM, Columbia, Tenn.

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DAHLBERG, JERRY
KROX, Crookston, Minn.
DAIN, ROLLIE
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KAUS, Austin, Minn.
DALEY, BILL
Daley Sports
WTCN, Minneapolis, Minn.
DALY, PROF.
CKOY, Ottawa, Ont.
DANES, SPENCER
Sportscast
WKBV, Richmond, Ind.
DANEY, KEITH
CFCF, Montreal
DANIEL, DAN
Sports Journal
DARLAND, BILL
KELD, El Dorado, Ark.
DAVIES, TED
KVEC, San Luis Obispo, Cal
DAVIS, BILL
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WLOW, Norfolk, Va.
DAVIS, CARL
WAGE, Syracuse, N. Y.
DAVIS, DICK
WFIN, Findlay, Ohio
DAVIS, JEFF
WSFT, Thomaston, Ga.
DAVIS, JOHN E.
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KLYN, Amarillo, Texas
DAVIS, LEN
WGL, Fort Wayne, Ind.
DAVIS, LES
WNAX, Yankton, S. D.
DAWE, BERT
CBG, Gander, Newfoundland
DEAN, DIZZY
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DEAN, LARRY
WLOU, Louisville, Ky.
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KOY, Phoenix, Ariz.
DIEHL, BILL
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WGH, Newport News, Va.
DELANEY, BOB
Inside Story on Sports
WHDH, Boston, Mass.
de NATALE, JOE
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KODY, North Platte, Neb.
DENT, AL
Sports Parade
KLRA, Little Rock, Ark.

DERR, JOHN
Orange Bowl Game
Sports Roundup
National Golf Day
Senior Bowl
CBS
DESAUTELS, LARRY
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KSDN, Aberdeen, S. Dak.
DESILET, LEROY
KYAK, Yakima, Wash.
DEVINE, JACK
Day in Sports
CJBQ, Belleville, Ont.
DEWITT, DEWEY
Geigy Sportscast
WABM, Houlton, Maine
DEXTER, RAY
Sporting News Of The Air
KNBY, Newport, Ark.
DiGESU, FRED
Sports Mike
WHBS, Huntsville, Ala.
DIHLMANN, HANK
Sports Parade
KROS, Clinton, Iowa
DITLEVSEN, HOWARD
KHUB, Watsonville, Cal.
DITTERT, ED
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KRIC, Beaumont, Tex.
DOBBS, JACK
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WZOB, Fort Payne, Ala.
DOLAN, FRANK
WKOP, Binghamton, N. Y.
DOMMER, WM.
Time In For Sports
WONW, Defiance, O.
DONALDSON, AL
KENT, Shreveport, La.
DONLEY, RED
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WSTV, Steubenville, O.
DOOLEY, TED
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KVCV, Redding, Cal.
DOTY, MORRIS
WLYC, Williamsport, Pa.
DOUGLAS, WAYNE
KEVT, Kerrville, Texas
DOWLING, BILL
Sports Memory
WEIR, Weirton, W. Va.
DOYLE, VINCE
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WJVA, South Bend, Ind.
DRILLING, JOE
KMJ, Fresno, Cal.
DROELLE, GEORGE
The Sports Page
WCLI, Corning, N. Y.
DUDLEY, ASA
The Sports Page
WTBF, Troy, Ala.
DUFFY, GEORGE P.
Sports Edition
WICE, Providence, R. I.
DUFFY, RAY
Sports Review
WGNS, Murfreesboro, Tenn.
DUGGAN, TOM
Let's Look At Sports, WNBQ; Tom Duggan Sport Special, WMAQ; Chicago, Ill.
DUGRE, ADELARD
CHLN, Trois-Rivieres, Que.
DUMONT, HERMEL
CJEM, Edmundston, N. B.
DUNBAR, WALT
Time for Sports
WBET, Brockton, Mass.
DUSENBURY, FRANK
KOGT, Orange, Texas

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EARLE, WM.
WASL, Annapolis, Md.
EATON, SAM
KCIL, Houma, La.
EATON, TOM
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WREB, Holyoke, Mass.
EDGER, JACK
Jack Edger Sports Show
WTNT, Tallahassee, Fla.
EDWARDS, CHARLIE
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WPDQ, Jacksonville, Fla.
EDWARDS, TOMMY
Today is Sports
WAYX, Waycross, Ga.
EGAN, GAIL
Sports Desk
WXEL, Cleveland, O.
EGAN, LEO
All About Sports
WBZ, Boston, Mass.
EHLERS, NED
WMTR, Morristown, N. J.
EHRLICH, GEORGE
Spotlight on Sports
WHAY, New Britain, Conn.
EISCHER, LARRY
Great Moments in Sports
WLOL, Minneapolis, Minn.
ELAMON, JIM
KELD, El Dorado, Ark.
ELBRECHT, PAUL
Sports Review
WCDL, Carbondale, Pa.
ELIAS, BOB
The Sports Scene
KBIS, Bakersfield, Calif.
ELLIS, DICK
WKPT, Kingsport, Tenn.
ELLIS, KEN
CFPL, London, Ont.
ELSON, BOB
Sports with Bob Elson
WBKB-TV, Chicago, Ill.
ELSTON, BOB
Elston on Sports
KIOA, Des Moines, Iowa
ENGLANDER, BYRON
WGBB, Freeport, N. Y.
ENROTH, DICK
Newsports
WLOL, Minneapolis, Minn.
ENSLEY, HAROLD
Fisherman's Friend
KIMO, Independence, Mo.
ERDMAN, JAKE
WRAC, Racine, Wis.
ERHARD, CHAS.
WHIS, Bluefield, W. Va.
ERICKSON, BOB
Sport Hi-Lites
KWBG, Boone, Iowa
ERMISCH, RED
Sports Page of the Air
WKXY, Sarasota, Fla.
ERWIN, BILL
KARE, St. Joseph, Missouri
ERWIN, PUSS
KCUL, Fort Worth, Tex.
ERWIN, SKIP
WMOK, Metropolis, Ill.
ESAW, JOHNNY
CKRM, Regina, Sask.
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Sports Review
WTAR, Norfolk, Va.
EVANS, ALAN
WHOK, Lancaster, O.
EVANS, BILL
Sports Parade
WGAU, Athens, Ga.
EVANS, BOB
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WKAT, Miami Beach, Fla.
EVANS, J. E.
Sports Roundup
WLDY, Ladysmith, Wis.
EVANS, JONES
Top of the Sports News
WBAX, Wilkes-Barre, Pa.
EVANS, RUSH
Speaking of Sports
KSEK, Pittsburgh, Pa.
EYRE, AL
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WTOR, Torrington, Conn.

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WMEX, Boston, Mass.
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WFOY, St. Augustine, Fla.
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WVVW, Fairmont, W. Va.
FARKAS, CHUCK
KBKI, Alice, Texas
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KXOC, Chico, Cal.
FARRELL, MAURY
WAPI, Birmingham, Ala.
FARRIS, JOE
WGKV, Charleston, W. Va.
FAUCHER, RALPH
WTAQ, La Grange, Ill.
FAULCONER, J. B.
WLAP, Lexington, Ky.
FAY, HAINES
KVOS, Bellingham, Wash.
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WPOR, Portland, Maine
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WSCR, Scranton, Pa.
FERRINGTON, FRANK
KFAM, St. Cloud, Minn.
FIELDS, JAMES W.
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WTRR, Sanford, Fla.
FINCH, BILL
Sportsbook
KRAI, Craig, Colo.
FINNEGAN, BOB
WJZ, New York, N. Y.
FISHER, ED
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WWBZ, Vineland, N. J.
FLEISCHMAN, DEAN
WSPB, Sarasota, Fla.
FLEISCHMAN, SOL
Sports Slants
WDAE, Tampa, Fla.
FLEMING, BILL
WHRV, Ann Arbor, Mich.
FLEMING, JACK
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WAJR, Morgantown, W. Va.
FLEMING, WOODY
Let's Go Hunting
WCSI, Columbus, Ind.
KLIX, Twin Falls, Idaho
FLINT, BILL
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WPUV, Pulaski, Va.
FLORA, EARL
WBNS-TV, Columbus, O.
FLYNN, ARTHUR
WLAW, Boston, Mass.
FLYNN, BOBBIE
Scoolboy Sports
WCOU, Lewiston, Maine

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WICY, Malone, N. Y.
FLYNN, TONY
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WJPG, Green Bay, Wis.
FORSELL, RON
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KXLE, Ellensburg, Wash
FOSS, KEN
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CKXL, Calgary, Alta.
FOSTER, MARK
Sports Record
KIMO, Independence, Mo.
FOX, BILL
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WIBC, Indianapolis, Ind.
FOYE, FRED
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WNAC, Boston, Mass.
FRANKLIN, JIM
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WMON, Montgomery, W. Va
FRANKLIN, WARREN
WTVB, Coldwater, Mich.
FRAZIER, HAL
WSTP, Salisbury, N. C.
FRINK, BILL
WIMA, Lima, O.
FROEMKE, RICH
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KTLN, Denver, Colo.
FROEHLICH, DON
WAUX, Waukesha, Wis.
FROH, DAVE
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WILS, Lansing, Mich.
FRYER, HAROLD B., JR.
WLIO, E. Liverpool, O.
FULLER, CHUCK
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WORZ, Orlando, Fla.
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WNOK, Columbia, S. C.

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GAGE, BOB
WPAG, Ann Arbor, Mich.
GAGE, FRED
WIBA, Madison, Wis.
GAINES, JOE
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KWKC, Abilene, Tex.
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WIEL, Elizabethtown, Ky.
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KSRO, Santa Rosa, Cal.
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WSAV, Savannah, Ga.
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WHAT, Phil., Pa.
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KLVT, Levelland, Tex.
GARWOOD, JOHN
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GATES, JAMES
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WFBG, Altoona, Pa.
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KWAL, Wallace, Idaho
GEMAR, WM.
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KFNF, Shenandoah, Iowa
GEMELLI, JOSEPH
WJMR, New Orleans, La.
GEORGE, TONY
Sports by George
KOME, Tulsa, Okla.
GERMANN, BILL
WHUN, Huntington, Pa.
GEYER, GEORGE
Geyer's Sportlite
WMUR, Manchester, N. H.
GIBBONS, JIM
WMAL-TV, Washington, D. C.
GILCHRIST, BASIL
Atlas Sports Review
WGAD, Gadsden, Ala.
GILMORE, BOB
Sports Review
WCPO, Cincinnati, O.
GILSON, BRACE
Gansett Time
WNHC-TV, New Haven, Conn.
GISMONDI, JAMES
Sports To-Night
WMBS, Uniontown, Pa.
GIVEN, KEN D.
WLBJ, Bowling Green, Ky.
GLEESON, BOB
Play by Play
KVOE, Santa Ana, Cal.
GLENN, RALPH
WMLD, Atlantic City, N. J.
GLICKMAN, MARTY
WMGM, New York, N. Y.
GLOVER, ART
WWHO, Pineville, W. Va.
GOODING, RALPH
Sports Parade
WRFW, Eau Claire, Wis.
GOODRICH, BILL
The SportsWord
WORD, Spartsburg, S. C.
GOODRICH, WARD
KEXO, Grand Junction, Col.
GORDON, LLOYD
Sports Special
WESB, Bradford, Pa.
GORDON, MORRIE
WEAV, Eau Claire, Wis.
GORE, DEL.
Sportsdesk
KROW, Oakland, Cal.
GOUKAS, MATT
Sports Extra
WPEN, Phil., Pa.
GOVE, RICHARD
Sports Newsreel
WLAM, Lewiston, Maine
GOWDY, CURT
Report on Sports
WHDH, Boston, Mass.
GOYETTE, G.
CHEF, Granby, Que.
GRADY, JACK
KYNO, Fresno, Cal.
GRAHMA, AL
Sports Journal
CJFX, Antigonish, N. S.
GRANER, JIM
5 Star Final
WJW, Cleveland, Ohio
GRANT, BOB
World of Sports
KRNR, Roseburg, Oreg.
GRANT, KEN
KNUZ, Houston, Tex.
GRAY, GEORGE, JR.
WHOP, Hopkinsville, Ky.
GRAY, GORDON
Primo Penthouse
KGU, Honolulu, Hawaii
GRAYSON, SID
Sports Desk
WTRN, Wichita Falls, Tex.
GREBE, GUS
Sports Page of the Air
WJBC, Bloomington, Ill.
GREHAN, JIM
Sports Parade
WLNA, Peekskill, N. Y.
GREENE, DON
Spotlight on Sports
WSVS, Crewe, Va.
GREENHOE, ROBERT S.
Sports Notebook
WHTC, Holland, Mich.
GREENWOOD, KEN
Sports Topics
KFOR, Lincoln, Neb.
GRENIER, CAP
National Sports Parade
WHVR, Hanover, Pa.
GRIFFIN, CLEVE
Sports Heartbeat
KSOX, Harlington, Tex.
GRIFFITH, DAN
WCOA, Pensacola, Fla.
GRIFFITHS, WM.
Sports Desk
WKRT, Cortland, N. Y.
GRIMBERG, WARREN
KAST, Astoria, Ore.
GROSS, BEN
KFSB, Joplin, Mo.
GROSS, CLAIR
KFNF, Shenandoah, Iowa
GUENTHNER, KEN
Time Out for Sports
KSOO, Sioux Falls, S. Dak.
GUIDO, JOE
Sports Final
WESB, Bradford, Pa.
GUMM, BILL
Sports Review
WRNJ, Racine, Wis.
GUNDERSON, SWEDE
KYUM, Yuma, Ariz.
GUSTAFSON, RODGER
Sports Final
WFBM-TV, Indianapolis, Ind.
GUTHRIE, FRANK
KVVC, Ventura, Cal.
GUYMAN, WM.
KPIX, San Francisco, Cal.

— H —

HACK, PAUL
CHAB, Moosejaw, Sask.
HACKETT, JI
Bux-Mont Sports
WBUX, Doylestown, Pa.
HACKNEY, BILL
WHPE, High Point, N. C.
HADLEY, BUMP
Bump Hadley Sports
WBZ-TV, Boston, Mass.
HALL, EDWARD R.
KELD, El Dorado, Ark.
HALL, HALSEY
Time out for sports
WCCO, Minneapolis, Minn.
HALYARD, O. C.
Sports Eye
WVLK, Lexington, Ky.
HAMLIN, H. THOMAS
WGIL, Galesburg, Ill.
HAMLIN, R. K.
Sports Headlines
KHBG, Okmulgee, Okla.
HAMILTON, DON
CKOY, Ottawa, Ont.
HAMILTON, ED
KRUS, Ruston, La.
HAMILTON, KENNETH
Sports Roundup
WEBQ, Harrisburg, Ill.
HAMILTON, MILO L.
KSTT, Davenport, Iowa
HANEY, BOB
Ky. Sports Review
WSFC, Somerset, Ky.
HANLON, TOM
Giant Football Roundup
KNXT, Hollywood, Cal.
HANNA, BOB
Sports Review
WWPB, Miami, Fla.

HANNA, ERLE
Sports Roundup
WJAM, Marion, Ala.
HANSEN, BILL
KCOL, Fort Collins, Colo.
HANSEN, CARROLL
KCBS, San Francisco, Cal.
HANSEN, ROBT.
KPIX, San Francisco, Cal.
HANSON, BILL
WPAC, Patchogue, N. Y.
HANSON, ED
Let's Talk Sports
WFHR, Wisconsin Rapids, Wis.
HANSSEN, THOMAS R.
WMGR, Bainbridge, Ga.
HARRISON, BOB
KCMJ, Palm Springs, Cal.
HARBISON, SHELBY
WTAX, Springfield, Ill.
HARDIN, RAYMOND
WERH, Hamilton, Ala.
HARDING, JIM
Sports Spotlite
WDAK, Columbus, Ga.
HARMON, TOM
KNX, Los Angeles, Cal.
HARPER, JAMES
WHAR, Clarksburg, W. Va.
HARPER, ROBERT
KGNO, Dodge City, Kansas
HARRINGTON, BILL
Sports Journal
WNEB, Worcester, Mass.
HARRIS, CHUCK
Sportslights
WHAT, Philadelphia, Pa.
HARRIS, HERSCHEL
CHVC, Niagara Falls, Ont.
HARRIS, WALT
Pigskin Preview
KFRC, San Francisco, Cal.
HARRISON, BOB
WHNC, Sports Parade
WHNC, Henderson, N. C.
HARRISON, CHARLES H.
KBOA, Kennett, Mo.
HARSHAW, DICK
WISE, Asheville, N. C.
HART, HAL
WOC-TV, Davenport, Iowa
HARTMAN, ROME JOHN
Sportscope
WIRK, West Palm Beach, Fla.
HARVILLE, CHARLIE
Touchdown Parade
WFMY-TV, Greensboro, N. C.
HASSE, WARREN
KPDN, Pampa, Texas
HAWKEY, BOB
Sportstime
WJNO, West Palm Beach, Fla.
HAWKIN, VERN
KWTO, Springfield, Mo.
HAYDEN, FRANK
Sports Review
WTCO, Campbellsville, Ky.
HAYES, PAT
Scoreboard
KIRO, Seattle, Wash.
HAYES, SAM
Touchdown Tips
NBC
HAYWARD, RON
VOGM, St. John's, Newf.
HEALY, CHUCK
Sports Spotlight
WBEN-TV, Buffalo, N. Y.
HEALY, EDWARD
Luck in Sports
WBLK, Clarksburg, W. Va.
HEALY, JIM
KMPC, Hollywood, Cal.

HEARN, CHICK
Chick Hearn on Sports
WEEK, Peoria, Ill.
HEDRICK, LEE
WSAI, Cincinnati, O.
HEISS, BOB
Sports Picture
WTMJ-TV, Milwaukee, Wis.
HEILBRONER, LEW
Sports Parade
WCPS, Tarboro, N. C.
HELD, SIDNEY
KVEN, Ventura, Cal.
HELFER, AL
Mutual
HENDERSON, GIG
Sports Whirl
WLNH, Laconia, N. H.
HENDERSON, JACK
WCOR, Lebanon, Tenn.
HENDRICKSON, BOB
Swingbillies
WLTV, Atlanta, Ga.
HENRICH, TOMMY
Tommy Henrich Sports
WJZ-TV, New York
HENRY, JACK
KQV, Pittsburgh, Pa.
HENRY, JOHN
Sports Call
KVOO, Tulsa, Okla.
HENRY, EARL
WHUM-Reading, Pa.
HENSON, DOUGH
WJMJ, Phil., Pa.
HEPNER, FRED
World of Sports
KAPA, Raymond, Wash.
HERRICK, SHERB
WXKW, Albany, N. Y.
HETZEL, DON
KWTC, Barstow, Calif.
HEULE, BILL
WSFT, Thomaston, Ga.
HEWEY, IRA I.
Spotlighting The Sportlight
WHAI, Greenfield, Mass.
HEWITT, BILL
CKFH, Toronto
HICKEY, BILL
Sunday Quarterback
WSGN, Birmingham, Ala.
HICKMAN, HERMAN
The Herman Hickman Show
NBC-TV
HICKS, EARL
KBOL, Boulder, Colorado
HICKS, TOM
WELC, Welch, W. Va.
HIGGINBOTHAM, BILL
KWAK, Stuttgart, Ark.
HILL, CARROLL
Sports Hilights
KTBS, Shreveport, La.
HILL, JOE
WVKO, Columbus, O.
HIRSCH, BUDDY
KBIZ, Ottumwa, Iowa
HIXSON, GLEN
Sports Roundup
WJAG, Norfolk, Neb.
HOAG, HOWARD
Sports Room
KJEF, Jennings, La.
HODGES, RUSS
G. M. Football
NBC-TV
HODGE, VIC
Sports Resume
WUST, Bethesda, Md.
HODGKINSON, BRIAN
WHK, Cleveland, O.
HOEKSEMA, DICK
KOBK, Owatonna, Minn.

HOFFMAN, BOB
KALG, Alamogordo, N. M.
HOGGMAN, GABBY
Sports Stories
WKBI, St. Marys, Pa.
HOLECKO, ANDY
Sportraits
WICA, Ashtabula, O.
HOONAN, BOB
Sports Spotlite
KBKW, Aberdeen, Wash.
HOOPER, JACK
WHGB, Harrisburg, Pa.
HOPKINS, GEO.
Karavan of Sports
KVAN, Vancouver, Wash.
HORSTMAN, BOB
KGEQ, St. Joseph, Mo.
HOUTZ, MARY
KMAN, Manhattan, Kansas
HOWARD, BOB
WTVN, Columbus, O.
HOWELL, CHAS, A., III
Sports at a Glance
WKSR, Pulaski, Tenn.
HOYT, WAITE
Hall of Fame
WCPO-TV, Cincinnati, O.
HUBBELL, NED S.
WHLS, Port Huron, Mich.
HUBBELL, RALPH
WBEN-TV, Buffalo, N. Y.
HUDSON, BOB
Sportopics
WSOK, Nashville, Tenn.
HUDSON, LELAND
Sports Review
WKLF, Clanton, Ala.
HUGGINS, C. R.
CKEN, Kentville, N. S.
HUGHES, DON
Let's Talk Sports
KVLH, Pauls Valley, Okla.
HUGHES JIM
KNOR, Norman, Okla.
HULL, FRED VANT
Sports Review
KEYD, Minneapolis, Minn.
HULL, DICK
Let's Talk Sports
WFRP, Savannah, Ga.
HUME, ARTHUR
WORL, Boston, Mass.
HUNDLEY, ED
Sportsline
KLWN, Lawrence, Kansas
HUNTER, DAN
Sports Extra
WFDF, Flint, Mich.
HUNTINGTON, CLAY
Heidelberg Sports Highlights
KTAC, Tacoma, Wash.
HURLEY, JAMES
Highlights of Sports
WIKK, Erie, Pa.
HURST, JACK
Sports Page of the Air
WNXT, Portsmouth, Ohio
HUSAK, JOHN
Sports Review
WDBQ, Dubuque, Iowa
HUSING, TED
WMGM, New York, N. Y.
HUSTED, DON
Sports Parade
KIUP, Durango, Colo.
HUTCHINSON, HARDY
KGMB, Honolulu, Hawaii
HUYCKE, AD
WGON, Portland, Ore.
HYLE, BOB
Sports Digest
WKVA, Lewistown, Pa.

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INGALLS, WALLIE
KGRH, Fayetteville, Arkansas
INGSTAD, BOB
KOVA, Valley City, N. D.
INKOL, BILL
Sports Spotlight
CJCS, Stratford, Ont.
IZZARD, BOB
KGNG-TV, Amarillo, Texas

— J —

JACKSON, CARROLL
WLAU, Laurel, Miss.
JACKSON, DICK
Sports Edition
WSAL, Logansport, Ind.
JACKSON, WAYNE
WCEC, Rocky Mount, N. C.
JACOBSON, SPECS
Specs on Sports
WTSV, Claremont, N. H.
JACOBUS, JAY
KLX, Oakland, Cal.
JAFFE, SYD
Sportscope
KNHC-TV, New Haven, Conn.
JAMES, KEN
WOW-TV, Omaha, Neb.
JANSEN, RON
KEYS, Corpus Christie, Texas
JARVIS, BILL
KVOB, Great Bend, Kansas
JENKINS, BOB
Sports Review
KAYS, Hays, Kansas
JENNINGS, Al
WCCP, Savannah, Ga.
JOHNS, MYLES H.
Welcome Sportmen
WOBK, Owatonna, Minn.
JOHNSON, ED
Last Word in Sports
WSMI, Litchfield, Ill.
JOHNSON, ROBERT E.
Sports Headlines
JOHNSON, ROLLIE
WCCO-TV, Minneapolis, Minn.
JOHNSON, TETLOW
Play by Play
WCLD, Cleveland, Miss.
JOHNSON, WARREN
Sports Eye
WPFB, Middletown, O.
JONES, ANN
Rhythm Ranch
KVAN, Vancouver, Wash.
JONES, EARLE D.
WFTM, Maysville, Ky.
JONES, GORDON
Sportscope
WCMB, Harrisburg, Pa.
JONES, JIMMY
KGVL, Greenville, Texas
JONES, KEN
WHTN, Huntington, W. Va.
JONES, ROBERT
KIST, Santa Barbara, Cal.
JONES, VERN
Sports Salute
WARE, Ware, Mass.
JOSEPH, AL
Sports Roundup
WTRI, Roanoke Rapids, N. C.
JUDSON, BOB
Sportscope
WGNY, Newburgh, N. Y.

— K —

KABER, RUSS
KOVC, Valley City, N. D.
KALMAN, PAUL
Outdoors in La.
WDSU-TV, New Orleans, La.
KANE, BOB
WRCO, Richland Center, Wis.
KARMEN, JACK
Once in a Lifetime
WCOU, Lewiston, Maine
KASSNER, HERB
Today's Sports
WMAZ, Macon, Ga.
KAUFMAN, SAM
WOL, Washington, D. C.
KAY, AL
KFMB, San Diego, Cal.
KEANE, JERRY
WMOC, Sports Report
WMOC, Covington, Ga.
KEATING, BILL
Sports Revue
WHYN, Holyoke, Mass.
KEENE, ED
KGBS, Harlingen, Texas
KEHL, BILL
WHIO, Dayton, Ohio
KEILBACK, JIM
CKY, Winnipeg
KEITER, LES
KYA, San Francisco, Cal.
KELLEY, BOB
Monday Quarterbacks
KNBH, Hollywood, Cal.
KELLEY, ROBERT V.
Time Out
WILM, Wilmington, Delaware
KELLEY, STEVE
WLIP, Kenosha, Wis.
KELLY, HAL
CKEY, Toronto, Ont.
KENNEDY, EDWARD
Sports Eye
WKRC, Cincinnati, O.
KENNEDY, JOHN
KFYO, Lubbock, Texas
KENT, GEORGE
CBW, Winnipeg
KENWORTHY, BOB
WGET, Gettysburg, Pa.
KERCE, CECIL
WRGA, Rome, Ga.
KEYES, FRANK
WLPO, La Salle, Ill.
KEYS, BILL
Todays Sports
KXVP, Artesia, N. M.
KIEL, LYMAN
The Sports Desk
WBCK, Battle Creek, Mich.
KILPATRICK, PUG
Sports Round up
KXOC, Chico, Cal.
KIMBLE, EMERSON
WSPD, Toledo, O.
KING, BILL
Sports Review
WIRL, Peoria, Ill.
KING, CHARLES
Spotlight on Sports
WPAZ, Pottstown, Pa.
KINSINGER, VERN
KTEL, Walla Walla, Wash.
KIRBY, LEE
Sports Parade
WBTV, Charlotte, N. C.
KIRBY, WM.
WDSM, Superior, Wis.
KIRCH, DAN
KNPT, Newport, Ore.
KIRMEYER, MIKE
Mike at the Mike
KONG, Visalia, Cal.
KIRWIN, DENNY
WINZ, Miami, Fla.
KITHCART, JIM
Sports Highlights
KNEB, Scottsbluff, Neb.
KLEIN, DON
Athletic Director
KIBE, Palo Alto, Cal.
KLIEWER, DUFF
Sport Spotlight
WVEC, Hampton, Va.
KNIGHT, TOM
WWNC, Asheville, N. C.
KOBAK, ED
Sports Review
WTWA, Thomson, Ga.
KOESTER, TONY
KFBK, Sacramento, Cal.
KRAUSM, WM.
KFIR, North Bend, Ore.

— L —

LaBRANCHE, ERNIE
WCCM, Lawrence, Mass.
LACHENMEIER, RUDY
KGW, Portland, Ore.
LADAS, HARRY
Sports Roundup
WLSI, Pikeville, Ky.
LAFLIN, JACK
Sports Corner
WESB, Bradford, Pa.
LaFRANCHISE, CHARLIE
Sports Hi-Lites
KPOJ, Portland, Ore.
LAING, ART
CKLW, Detroit, Mich.
LaMAR, JACK
Sports Final
WCAM, Camden, N. J.
LAND, ZACK
WMAS, Springfield, Mass.
LANE, DICK
KTLA, Los Angeles, Cal.
LANE, EDDIE
WFMJ-TV, Youngstown, O.
LANGILLE, WIN
Sports Roundup
CKCL, Truro, N. S.
LASSEN, LEO
KOL, Seattle, Wash.
LAUX, FRANCE
Sports Gallery
KXOK, St. Louis, Mo.
LAWRENCE, FRANK
Sports Parade
KWHN, Ft. Smith, Ark.
LAWRENCE, JIMMY
KOVO, Provo, Utah
LAWRENCE, TED
WVIM, Vicksburg, Miss.
LAWS, BILL
KLX, Oakland, Cal.
LAWSON, JERRY
Sports Review
WJOC, Jamestown, N. Y.
LEAKE, AUDRED S.
Sports Review
WDNE, Elkins, W. Va.
LEAMING, JOHN
Sports Shots
WIP, Phil., Pa.
LEAVITT, MEL
World of Sports
WDSU-TV, New Orleans, La.
LECIUS, ED
WOTW, Nashua, N. H.
LEDET, LES
KPAC, Port Arthur, Texas
LEDFORD, CAWOOD
Speaking of Sports
WHLN, Harlan, Ky.
LEE, BARNEY
Time for Sports
WJLB, Detroit, Mich.
LEE, BERT
WMGM, New York, N. Y.
LEE, BOB
KICK, Springfield, Mo.

LEE, FRANK
Sports Journal
WMMN, Fairmont, W. Va.
LEE, JACK
Sports Parade
WGBR, Goldsboro, N. C.
LEE, JACK
Time Out For Sports
WILM, Wilmington, Del.
LEE, TOM
Sports Reports
KORK, Las Vegas, Nev.
LEE, ZEB
WSKY, Asheville, N. C.
LeFEBRE, DON
WINA, Carlottesville, Va.
LEGER, ROGER
CKCH, Hull, Que.
LEIBMAN, NED
Last Minute in Sports
KSRV, Ontario, Ore.
LEIGHTON, AL
Sportscasters Program
KLIZ, Brainerd, Minn.
LEMMER, WM.
Sports Today
KGHL, Billings, Mont.
LENNON, PAUL
Let's Talk Sports
WTTV, Bloomington, Ind.
LENOX, JOHN
KGKB, Tyler, Texas
LENTZ, ART
WISC, Madison, Wis.
LEONARD, EDWARD
Spot Lite The Sports
WICH, Norwich, Conn.
LESTER, TOM
WEST, Salem, Mass.
LEWIS, ARNOLD
Sportscope
WALK, Patchogue, N. Y.
LEWIS, DAVE
KBLI, Blackfoot, Idaho
LEWIS, JACK
Sportlight
WTVR, Richmond, Va.
LEYNE, JON
CJDC, Dawson Creek, B. C.
LIBBY, JOHN
TV of Sports
WCOU, Lewiston, Maine
LIGHTCAP, JACK
WINS, New York
LINDGREN, EVERETTE
Sports Special
WMNE, Menomonie, Wis.
LIPEZ, HARRIS
Sports Parade
WBPZ, Lock Haven, Pa.
LITCHFIELD, EDDIE
Sports Digest
WPEP, Taunton, Mass.
LITZINGER, RAY
Sports Club
KIT, Yakima, Wash.
LIVINGSTON, DAVE
CFOR, Orilla, Ont.
LLOYD, BOB
Sports Review
WHBY, Appleton, Wis.
LLOYD, VINCE
WGN, Chicago, Ill.
LOCHNER, ART
Spotlight on Sports
WLEA, Hornell, N. Y.
LOCKE, BOB
WBBW, Youngstown, O.
LOHMEIER, WM.
WHBF-TV, Rock Island, Ill.
LOKEY, FRANK
WRDW, Augusta, Ga.
LOMAX, STAN
WOR-TV, New York
LOWERY, JAMES
Sports Highlights
WOHI, East Liverpool, Ohio
LOWE, WALT
KDSH, Boise, Idaho
LUDGATE, GEORGE
CKLB, Ossawa, Ont.
LUNDQUIST, BOB
WICU, Erie, Pa.
LUNDQUIST, ELDY
WTRC, Elkhart, Ind.
LYBECK, DEAN
WDLB, Marshfield, Wis.
LYONS, TOM
Speaking of Sports
WJHL, Johnson City, Tenn.
LYNCH, BUD
WXYZ-TV, Detroit, Mich.
LYNCH, JOHN
Speaking of Sports
KWHK, Hutchinson, Kansas

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McALLISTER, DON
Sports in Review
WDBO, Orlando, Fla.
McALLISTER, ROY
WJRD, Tuscaloosa, Alabama
McBRIDE, GORDON
In the World of Sports
CKFI, Fort Frances, Ont.
McCALL, SAM
WFAU, Augusta, Maine
McCANN, BOB
Sports Parade
KBMY, Billings, Mont.
McCARTER, BUD
Sports Views
WCEM, Cambridge, Md.
McCARTHY, CLEM
Horseracing
NBC
McCARTHY, RICHARD
WKNY, Kingston, N. H.
McCARTY, MARSH
Spotlite on Sports
WPAR, Parkersburg, W. Va.
McCAULEY, ELLIOTT
Play-by-Play
WFTL, Ft. Lauderdale, Fla.
McINTYRE, JIM
Sportslants
WINN, Louisville, Ky.
McCLELLAND, PAUL
WGEM, Quincy, Ill.
McCLOY, GEORGE
Sports Review
CJOB, Winnipeg, Man.
McCLUSKEY, JACK
Parade of Sports
WJPF, Herrin, Ill.
McCOLGAN, BILL
Speaking of Sports
WGAR, Cleveland, O.
McCORMICK, FRANK
WHWB, Rutland, Vt.
McCORMICK, JACK
Sports Column
KRSN, Los Alamos, N. M.
McCORMICK, JOHN
Sportsreel
KVVC, Ventura, Cal.
McCREARY, KENNETH
Sport Spotlight
WCLT, Newark, O.
McDONALD, BOB
After Hours
CKCK, Regina, Sask.
McGEE, ART
WALB, Albany, Ga.
McGEEHAN, JOHN
WISC, Madison, Wis.
McGEHEE, GENE
Sport News
KBIG, Avalon, Calif.
McGIL, LAWRENCE
WFTM, Maysville, Ky.
McGOWAN, MAC
Sports Digest
CJNB, Fredericton, N. B.
McGRATH, ED
Director
WSPA, Spartanburg, S. C.
McGRAW, MAC
UP Sports
KFTM, Fort Morgan, Colo.
McKAY, JIM
Sports of the Night
WCBS-TV, New York
McKAY, LES
Sport Headlines
KRCO, Princeville, O.
McKINLEY, LARRY
Sports Briefs
WMRY, New Orleans, La.
McKINNEY, HERB
Afternoon Sports
KMMO, Marshall, Mo.
McKNIGHT, WES
Sportsviews
CFRB, Toronto, Ont.
McLARRIN, LESLIE
Speaking of Sports
KSUE, Susanville, Cal.
McLAUGHLIN, JAMES
WSHB, Stillwater, Minn.
McLEAN, JACK
WJPS, Evansville, Ind.
McLEAN, NORRIS
Midnight Merry-Go-Round
CKOK, Penticton, B. C.
McLEMORE, MORRIS
Sports News and Views
WIOD, Miami, Fla.
McLINN, STONEY
WIP, Phil., Pa.
McMANUS, C.
CKPR, Ft. William, Ont.
McMULLEN, DICK
WKRG, Mobile, Ala.
McNARON, KEN
Sports Parade
WGAA, Cedartown, Ga.
McNEW, LEON
Spotlight on Sports
WTAC, Flint, Mich.
McPHERSON, STEW
WCCO-TV, Minneapolis, Minn.
McVAY, BOB
Sports Final
KFJI, Klamath Falls, Ore.
MACAULEY, ED
WEW, St. Louis, Mo.
MACDONALD, GEORGE
Radio Sportpage
KBIO, Burley, Idaho
MacDONALD, JOHN
CJON, St. John's Newf.
MacGOVERN, JIM
Locker Room
WMMW, Meriden, Conn.
MacKECHNIE, BILL
WALT, Tampa, Fla.
MacLEOD, JAS.
Sports Mirror
CKBW, Bridgewater, N. S.
MacLEOD, TOM
Sports Views
KYJC, Medford, Ore.
MacMILLAN, L. H.
Sports Reporter
WHEC, Rochester, N. Y.

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MAHAN, JOHNNY
Round Up On Sports
WDAS, Phil., Pa.
MAHAR, DICK
KSUM, Fairmont, Minn.

MANN, STU
In the Bleachers
WLOL, Minneapolis, Minn.
MANNERS, DAVE
Today in Sports
WAPX, Montgomery, Ala.
MANNING, TOM
Sports Revue
WNBK, Cleveland, O.
MANSFIELD, BOB
Major Sport Items of the Day
WKIC, Hazard, Ky.
MANSFIELD, SAM
Sports Review
WJBS, DeLand, Fla.
MAPES, BILL
Sports Roundup
WSPC, Anniston, Ala.
MARGET, MANNY
KVOX, Moorhead, Minn.
MARK, ERNIE
Sports Roundup
WVSC, Somerset, Pa.
MARKS, JOE
Sports Roundup
CFAC, Calgary, Alta.
MARLOW, DOUG
Time Out For Sports
KWAT, Watertown, S. D.
MARSH, ROY S.
Sports Review
WHLF, South Boston, Va.
MARSHALL, GRANT
KBUR, Burlington, Iowa
MARSHALL, NORM
CHML, Hamilton, Canada
MARTIN, BILL
Bill Martin Sports
WSYR-TV, Syracuse, N. Y.
MARTIN, DAVE
WTHI, Terre Haute, Ind.
MARTIN, DICK
Sports Parade
WCMI, Ashland, Ky.
MARTIN, GLEN
KLZ, Denver, Colo.
MARTIN, HERBIE
Sports Parade
WKBI, St. Marys, Pa.
MARTIN, HOWIE
Sportsman's Diary
WWNH, Rochester, N. H.
MARTIN, JACK
WFHG, Bristol, Va.
MARTIN, JACK
Sports Flash
WKBH, LaCrosse, Wis.
MARTIN, MAURY
Sports Review
KXGN, Glendive, Montana
MARTINDALE, WINKIE
WDXI, Jackson, Tenn.
MARTZ, ERNIE
KFAM, St. Cloud, Minn.
MASON, FRANK
WSLB, Ogdensburg, N. Y.
MASON, JOE
Sports Climax
WLEE, Richmond, Va.
MASON, WM. C.
Sports Parade
KDIX, Dickinson, N. D.
MAST, BENNY
Around Sports World
WATA, Boone, N. C.
MASTERS, LEN
Schoolboy Sports
WCOP, Boston, Mass.
MATTHEWSON, DON
Sports Xtra
WAMS, Wilmington, Delaware
MATHYS, LYLE
Looking at Sports
KVCV, Redding, Cal.
MAUDLIN, HOWARD I.
KOBE, Las Cruces, N. Mexico

MAXWELL, JOCKO
Sport Digest
WWRL, New York, N. Y.
MAXWELL, TOM
Speaking of Sports
WLCR, Torrington, Conn.
MAYNARD, BILL
KTTS, Springfield, Mo.
MAYRAND, WARD
WHAK, Rogers City, Mich.
MAYS, BOB
Sports Special
KWBB, Wichita, Kansas
MEATH, EDDIE
WHEC, Rochester, N. Y.
MEHL, ERNIE
WDAF, Kansas City, Mo.
MEHLIG, LEE P.
Play by Play
WNMP, Evanston, Ill.
MELANSON, PAUL
WVAM, Altoona, Pa.
MELOY, VINCE, JR.
Sportsviews
WDAE, Tampa, Fla.
MERCER, BILL
Spotlite on Sports
KMUS, Muskogee, Okla.
MERRIMAN, DONALD W.
Sports Page
WHDL, Olean, N. Y.
MICHAEL, RAY
Scoreboard
WNBW, Washington, D. C.
MILLER, BILL
Sports Digest
WETB, Johnson City, Tenn.
MILLER, DICK
Early Evening Sports Final
KECK, Odessa, Tex.
MILLER, FRANK
Sport Page of the Air
KSIM, Sikeston, Mo.
MILLER, JACK
KDLR, Devils Lake, N. D.
MILLER, JACK
Morning Line and Sports Digest
KGGF, Coffeyville, Kansas
MILLER, JOHN
KJR, Seattle, Wash.
MILLER, STRETCH
WIL, St. Louis, Mo.
MILLER, VAN C.
WFCB, Dunkirk, N. Y.
MILTON, JUD
Sports Review
KSJB, Jamestown, N. D.
MILTON, KEN
CKX, Brandon, Manitoba
MILWEE N. C.
WVJS, Owensboro, Ky.
MINOR, CARL, JR.
KELD, Flaydada, Tex.
MISTOVICH, MIKE
Sports Mike
KORA, Bryan, Tex.
MITCHELL, BO.
Sportscade
WBSR, Pensacola, Fla.
MITCHELL, JACK
Sport Log
KSYC, Yreka, Cal.
MIZELLE, GEORGE
Strictly Sports
WMEV, Marion, Va.
MOEN, JOE
Moen 'em Down
WBEL, Beloit, Wis.
MOFFATT, JOSEPH
WSLS, Roanoke, Va.
MOFIELD, RAY
Sports HiLites
WPAD, Paducah, Ky.
MOLEN, SAM
KFRM, Kansas City, Mo.

MOONEY, FRANK
Sports Time
WHUM-TV, Reading, Pa.
MOORE, ARLYN
The Sportlight
WMTC, Vancleve, Ky.
MOORE, DALE
Sports Prevue
KRAI, Craig, Colo.
MOORE, JERRY
Local Sports
WKOK, Sunbury, Pa.
MORAN, JACK
KVER, Albuquerque, N. M.
MOREHOUSE, GENE
Sports Parade
WWNR, Beckley, W. Va.
MORELAND, HARRY
KCRV, Carothersville, Mo.
MOREY, BOB
KHAS, Hastings, Neb.
MORGAN, ED
Sportsman
KBON, Omahá, Neb.
MORGAN, ROBERT
Sports Spotlight
WMBO, Auburn, N. Y.
MORGAN, TOM
KDLM, Detroit Lakes, Minn.
MORRIS, BOB
KBRL, McCook, Neb.
MORRIS, JIM
Pigskin Parade
WTON, Staunton, Va.
MORRIS, LEO R.
Sports Review
KRHD, Duncan, Okla.
MORTON, ED
WBHF, Cartersvills, Ga.
MORTON, LEONARD
Sport Talk
KSWO, Lawton, Okla.
MOST, JOHNNY
WMGM, New York, N. Y.
MOSTELLER, JERRY
WAKE, Greenville, S. C.
MOTLEY, RAY
World of Sports
WMOH, Hamilton, O.
MOWRY, LEE, JR.
Sportwhirl
WLAQ, Rome, Ga.
MUELLER, JERRY
Sports Review
KIBL, Beeville, Tex.
MULLEN, FRANK
Sports Extra
WHOB, Gardner, Mass.
MULLINAX, ED
Sports Revue
WLAG, LaGrange, Ga.
MULLINAX, WALLY
Sport Scoreboard
WESC, Greenville, S. C.
MULLINS, MOON
WJBW, New Orleans, La.
MUNDY, ED
KCSB Sport Desk
KCSB, San Bernardino, Cal.
MUNLEY, JACK
Sports Salute
KFH, Wichita, Kan.
MURDOCK, HOWARD
WIMS, Michigan City, Ind.
MURPHY, BOB
CKLW, Detroit, Mich.
MURPHY, BOB
KOCY, Oklahoma City, Okla.
MURPHY, DAN
KTEL, Walla Walla, Wash.
MURPHY, EDWARD
Sports Page
WWHG, Hornell, N. Y.
MURPHY, PAT
Sports Call
KWSH, Wewoka, Okla.

MURPHY, TOM
The Locker Room
KGYW, Vallejo, Calif.
MURRAY, DON
Sportslants
WDBJ, Roanoke, Va.
MURRAY, RED
Sportscope
KENI, Anchorage, Alaska
MUZZY, JIM
WHBC, Canton, O.

— N —

NAIMO, JOHN
Sports Parade
WBOW, Bedford, Ind.
NAVARRO, AUGIE
Sportscope
KLO, Ogden, Utah
NETTLESHIP, HAL
WKID, Urbana, Ill.
NEAL, BOB
WXEL, Cleveland, O.
NEWHOUSE, HAL
Evening Sports
KRCO, Prineville, Oreg.
NEWMAN, JACK
WIBA, Madison, Wis.
NEY, CHUCK
KAYL, Storm Lake, Iowa
NICHOLSON, DICK
WEAR, Pensacola, Fla.
NIEHAY, ED
Football Forecasts
KDAS, Malvern, Ark.
NIEMI, WALT
Sports Review
WMBL, Morehead City, N. C.
NIMS, ROBERT
WAAB, Worcester, Mass.
NIX, ED
World of Sports
KVOE, Santa Ana, Cal.
NOBLES, TOM
Sports Parade
KCOY, Santa Maria, Cal.
NOGRADY, RAY
Play-by-play
KLMR, Lamar, Colo.
NORMAN, DICK
WMAN, Mansfield, O.
NORMAN, DON
KFAB, Omaha, Neb.
NORMANDIN, MICHEL
CKAC, Montreal
NORNING, DUTCH
KSIB, Creston, Iowa
NORWIG, GEORGE
Spotlight on Sports
WCSC, Charleston, S. C.
NOVAK, JAY
Speaking of Sports
KBNZ, La Junta, Colo.
NULTY, SHEL
Sports Review
WWSC, Glens Falls, N. Y.
NUZUM, CHUCK
To-day In Sports
WCAE, Pittsburgh, Pa.

— O —

O'BRIEN, BILL
WSAR, Fall River, Mass.
O'BRIEN, TOMMY
KTRM, Beaumont, Texas
O'BRIEN, SHERRY
Report on Sports
WDAS, Phil., Pa.
O'CONNOR, JOHN
KCRT, Trinidad, Colo.
O'DELL, VIRGIL
Sunday Sportsman
WGRO, Bay City, Mich.
ODOM, RAY
Sports Hilights
KRIZ, Phoenix, Ariz.
O'DONNELL, BILL
WCNT, Centralia, Ill.
OLIVER, TELFORD K.
CKLN, Nelson, B. C.
OLMES, JAMES
WCPA, Clearfield, Pa.
OLSON, BOB
WJMS, Ironwood, Mich.
O'MALLEY, CHICK
Sports Page
WACE, Springfield-Chicoree, Mass.
O'MARA, BILL
Sports Special
KING-TV, Seattle, Wash.
ORNEST, LEO
CJVI, Victoria, B. C.
ORNEST, STAN
WGBS, Miami, Fla.
ORUM, BILL
Sports Report
KCRC, Enid, Okla.
OSBORNE, ED
Sports Parade
WMSC, Columbia, S. C.
OTTE, JOHNNY
WJCD, Seymour, Indiana
OWEN, DON
Sports Review
KWSH, Wewoka, Okla.
OWENS, DICK
Sports Roundup
WISL, Shamokin, Pa.
OWENS, LEWIS
World of Sports
WAIN, Columbia, Ky.
OWENS, MOREY
WROK, Rockford, Ill.

— P —

PAGE, ELIOT
Page on Sports
WSKI, Montpelier, Vt.
PAGE, JOHN
Pagins Sports
WCSS, Amsterdam, N. Y.
PAIGE, CARL
Hamss Sportslite
KLAS, Las Vegas, Nev.
PAIGE, ERIK
Paige on Sports
WCAV, Norfolk, Va.
PALMER, BUD
Madison Square Garden
WPIX, New York
PALMER, ROBERT
Along The Sports Trail
KTSW, Emporia, Kansas
PALMQUIST, CHARLES R.
WSTR, Sturgis, Mich.
PANTON, JIM
CKOV, Kelowna, B. C.
PARKER, FRED
Tenth Inning
WJWL, Georgetown, Delaware
PARKER, JOHN
WCOG, Greensboro, N. C.
PARKER, LARRY
KXJK, Forrest City, Ark.
PARKER, TONY
WDZ, Decatur, Ill.
PARKS, DARYL
WKRC-TV, Cincinnati, O.
PARSONS, MARSHALL
Parsons Sports
WQAM, Miami, Fla.
PARTON, RED
Sportscoop
WOLF, Syracuse, N. Y.
PASEK, CHUCK
KYSM, Mankato Minn.
PASSE, LOEL
KTHT, Houston, Texas
PATILLO, BOB
WNDB, Daytona Beach, Fla.
PATTON, BILL
Sports Unlimited
KLFY, Lafayette, La.
PAUL, SYD
Sportsmen Corner
WHOL, Allentown, Pa.
PAULIN, ED
Sports Report
WJER, Dover, O.
PAXTON, BILL
Spotlite on Sports
KCSJ, Pueblo, Colo.
PAXTON, TOM
Scoreboard
WKY-TV, Oklahoma City, Okla.
PAYNE, JACK
WOW-TV, Omaha, Neb.
PEACH, BOB
WFBR Sports
WFBR, Baltimore, Md.
PECK, FRANK
KLCB, Libby, Montana
PEISS, ED
Sports Record
KOOK, Billings, Mont.
PENFIELD, ADD
WBIG, Breensboro, N. C.
PERKINS, JACK
WFKY, Frankfort, Ky.
PERKINSON, DENNIE
Down the Line
WKLV, Blackstone, Va.
PERLEY, CAL
KCRT, Trinidad, Colo.
PERLIN, BERNIE
KOPO, Tuscon, Ariz.
PERRY, LINC
Speaking of Sports
KBRO, Bremerton, Wash.
PETERSON, ARNE
WCOW, S. St. Paul, Minn.
PETERSON, DAN
Sports Final
WNBT, New York
PETERSON, EDDIE
Sports Review & Prevue
KSUB, Cedar City, Utah
PETERSON, GENE
Sportlites
WLAV, Grand Rapids, Mich.
PETERSON, GEORGE
WTWN, St. Johnsbury, Vt.
PETTIT, LLOYD
Last Word in Sports
WTMJ, Milwaukee, Wis.
PHILLIPS, HAL
KTOK, Oklahoma City, Okla.
PHILLIPS, PAT
Sports on Review
KGCU, Mandan, N. D.
PIERRO, LOU
WHUC, Hudson, N. Y.
PIGGOTT, JOE
Sports Final
WLRP, New Albany, Ind.
PIPHER, BILL
WIOU, Kokomo, Ind.
PLATT, BILL
WBBZ, Ponca City, Okla.
POPE, BILL
Sports Extra
WABY, Albany, N. Y.
POPE, BILL
WENY, Elmira, N. Y.
POPE, JOHNNY
WPIC, Sharon, Pa.
POUCHER, WAYNE
WCOS, Columbia, S. C.
POVICH, SHIRLEY
WTOP, Washington, D. C.

POWELL, DON
Sports Cavalcade
KLCB, Libby, Montana
POWELL, WOODY
Sports Final
WCVA, Culpepper, Va.
POWERS, JIMMY
Cavalcade of Sports
NBC-TV
POWERS, PERCY
Sports Roundup
WRBC, Jackson, Miss.
PRESTON, V. M.
World of Sports
KWOE, Clinton, Okla.
PRYOR, BILL
Sports Revue
WNBF-TV, Binghamton, N. Y.
PRIESTER, BILLY
WMIS, Natchez, Miss
PRIMA, BUDDY
WCEC, Rocky Mount, N. C.
PRINCE, BOB
Case Of Sports
WJAS, Pittsburgh, Pa.
PROCTOR, ROBT. L.
WLBJ, Bowling Green, Ky.
PURSER, WILLARD J.
Parade of Sports
WMIX, Mt. Vernon, Ill.
PYLES, DAVE
WMOA, Marietta, Ohio

— Q —

QUICK, JERRY
World of Sports
WHSC, Hartsville, S. C.
QUIGLEY, DON
KCID, Caldwell, Idaho
QUINAN, JACK
WQAN, Scranton, Pa.
QUINLAN, JACK
WIND, Chicago, Ill.
QUINN, JACK L.
KWIE, Kennewick, Wash.

— R —

RABER, ALAN D.
WKAP, Allentown, Pa.
RAHAIN, FRED
WIVY, Jacksonville, Fla.
RAHDERS, PAUL
Sports Cap
KCAP, Helena, Mont.
RAINES, JIM
Whirl Around a World of Sports
WCBS, Anderson, Ind.
RAMAY, JOE
KLYN, Amarillo, Texas
RAMPTON, CLARE
Sports Director
KWWL, Waterloo, Iowa
RAND, FRED
Sports Spotlight
WCLD, Cleveland, Miss.
RANDEL, TED
Sports I View
KGEM, Boise, Idaho
RAWLINSON, CHUCK
WNOW, York, Pa.
RAYBURN, JOHNNY
WMBD, Peoria, Ill.
RAYMOND, STAN
Sportscope
WATL, Atlanta, Ga.
REDDEN, JAMES
WCRD, Morristown, Tenn.
REEH, DOUGLAS
KSIJ, Gladewater, Texas
REEVE, RAY
WRAL, Raleigh, N. Carolina
REGAN, BOB
KCBQ, San Diego, Cal.
REICH, STANLEY S.
WGGG, Gainesville, Fla.
REID, DENNY
CKOV, Kelowna, B. C.
REID, DICK
WSFA, Montgomery, Ala.
REID, JIM
BC Sports Review
WPTF, Raleigh, N. C.
REIMERS, ED
Sports News
KTTV, Los Angeles, Cal.
REIMERS, R. J.
KCOG, Centerville, Iowa
REITH, HARRY
Sports Roundup
WKST, New Castle, Pa.
REMILLARD, LEO
CHFA, Edmonton, Alta.
REUBEN, MARV
KALB, Alexandria, La.
REYNOLDS, TED
CJVI, Victoria, B. C.
RHODES, TED
CJVI, Victoria, B. C.
RHODES, DUSTY
Sports Final
WSGW, Saginaw, Mich.
RIAHALL, WM.
WNCC, Barnesboro, Pa.
RICHARDS, BOB
KWRE, Warrenton, Mo.
RICHARDS, KARL
WTYS, Marionna, Fla.
RICHARDS, WM.
Sports Roundup
WESA, Charleroi, Pa.
RICHARDSON EARL A.
WASK, Lafayette, Ind.
RICHARDSON, JESS
KAMQ, Amarillo, Tex.
RICHARDSON, MEL
Off the Sports Record
KBUH, Brigham City, Utah
RIDDLE, BILL
WBBQ, Augusta, Ga.
RIDENHOUR, PAUL
WADE, Wadesboro, N. C.
RIDER, MAUREY
Angler's Angle
KJR, Seattle, Wash.
RIDONOUR, WM.
WWST, Wooster, Ohio
RIFENBURG, DICK
WBEN, Buffalo, N. Y.
RILEY, "CHAD"
Sports Spotlight
WDYK, Cumberland, Md.
RINEMAN, JOHN F.
Sports Special
WLAN, Lancaster, Pa.
RIVAS, CARLOS
Sports Reel
KPOA, Honolulu, T. H.
RIZZUTO, PHIL
Phil Rizzuto's Sports Caravan
NBC
ROBERTS, DON
WKNE, Keene, N. H.
ROBERTSON, BOB
Sports Revue
KMO, Tacoma, Wash.
ROBERTSON, FORD
KREL, Baytown, Texas
ROBERTSON, JIM
WOKW, Sturgeon Bay, Wis.
ROBINSON, JIM
World of Sports
KWBE, Beatrice, Neb.
ROBINSON, MAX
Sports Report
WJTN, Jamestown, N. Y.
ROBINSON, STAN
Sportslight
WTNS, Cochocton, O.
ROBSON, JIM
CJAV, Port Alberni, B. C.
RODRICK, BOB
KGCX, Sidney, Mont.
ROEGELE, DAVE
KCOK, Penticton, B. C.
ROGERS, DAVE
Tops In Sports
WJMX, Florence, S. C.
ROGERS, GEORGE
WMAR-TV, Baltimore, Md.
ROHN, BILL
Sports Gallery
KSOO, Sioux Falls, S. Dak.
ROLLINS, WAYNE
Sports Forecasts
KYCA, Prescott, Ariz.
ROMAN, JUAN B.
Digesto Deportivo
WPAB, Ponce, P. R.
ROSEHILL, DAVE
WGSM, Huntington, N. Y.
ROSKIN, LEW
CJDC, Dawson Creek, B. C.
ROSS, EARL
Looking at Sports
CKCW, Moncton, N. B.
ROSS, KAL
WMGM, New York, N. Y.
ROUTH, BILL
WIST, Charlotte, N. C.
ROWLEY, TOM
Sportsslants
WENE, Binghamton- Endicott, N. Y.
RUFF, BILL
Sportlite
KOLO, Reno, Nev.
RUGH, VIC
KORC, Mineral Wells, Texas
RUTA, JOHN
WHLD, Niagara Falls, N. Y.
RYAN, AL C.
KURV, Edinburg, Texas
RYAN, JOE
WALL, Middletown, N. Y.

— S —

SAALE, RAY
Sports Special
KCHI, Chillicothe, Mo.
SACCO, BOB
WAZL, Hazelton, Pa.
SALTER, ELMER G.
Last Word in Sports
WAUD, Auburn, Ala.
SAMM, JOHN
Sports Digest
WPAM, Pottsville, Pa.
SANDS, JOE
KPRL, Paso Robles, Cal.
SANFORD, PHIL
World of Sports
WGRO, Bay City, Mich.
SANSONE, JOE
WFNS, Burlington, N. C.
SANVILLE, LARRY
KBST, Big Spring, Tex.
SAUNDERS, ERNIE
Sports Page
WCHS, Charleston, W. Va.
SAUNDERS, LLOYD
CKCK, Regina, Sask.
SAUSER, JACK
WVOP, Vidalia, Ga.
SAVAGE, BOB
Spotlight on Sports
WNEX, Macon, Ga.
SAVAGE, GUY
World of Sports
KXYZ, Houston, Tex.

SAVITT, DUKE
WCRB, Waltham, Mass.
SAXON, JAMES
Sports HiLites
WJPA, Washington, Pa.
SCEARCE, BOB
World of Sports
WJBO, Baton Rouge, La.
SCHAD, DICK
Sports Report
KYJC, Medford, Ore.
SCHENKEL, CHRIS
WMGM, Giant Network
SCHILLING, FRED
Sports with Schilling
WJHP, Jacksonville, Fla.
SCHMID, SAM
Today in Sports
WJBW, New Orleans, La.
SCHMIDT, BOB
Sport Nitecap
KAYS, Hays, Kansas
SCHNEBLY, LARRY
Spotlights on Sports
KGPH, Flagstaff, Ariz.
SCHNOPER, HARVEY
WWSR, St. Albans, Vt.
SCHROEDER, PAUL
WIMS, Michigan City, Ind.
SCHURMAN, BOB
Parade of Sports
CSRW, Summerside, P. E. I.
SCHWAMB, RUSS
Sports Special
KDRS, Paragould, Ark.
SCOTT, BILL
Sports Round Up
KSCB, Liberal, Kansas
SCOTT, BILL
WRLD, West Point, Ga.
SCOTT, CHAS. R.
Speaking of Sports
KTFY, Brownfield, Tex.
SCOTT, DAVID
WKNB-TV, New Britain, Conn.
SCOTT, HAROLD
WJAC, Johnstown, Pa.

SCOTT, MARK
B. Chicago, Ill.; Hollywood Stars Baseball, KFWB; All Pro Football, NBC-TV; Hollywood Opening Night—NBC-TV; Hollywood Legion Boxing, ABC-TV; Boston Blackie, NBC-TV; Speaking of Sports, KFWB.

SCOTT, RAY
The World Tonight
WDTV, Pittsburgh, Pa.
SEARLES, NEIL
Sport Pace
WFOX, Milwaukee, Wis.
SEATON, DEAN
KXOA, Sacramento, Cal.
SEDA, JOSE
WIPR, San Juan, Porto Rico
SEEHAFER, DON
WDLB, Marshfield, Wis.
SEMPRINI, ED
Cape & Islands Sportscast
WOCB, West Yarmouth, Mass.
SENYCZKO, ED
WTTH, Port Huron, Mich.
SHAFFER, MAX
WDAN, Danville, Ill.
SHANER, BUD
Speaking of Sports
KOLN, Lincoln, Neb.
SHANK, LEO
KWYO, Sheridan, Wyo.
SHANNON, GEORGE
Sports with Shannon
WLOK, Meridian, Miss.
SHAVER, AL
CFRN, Edmonton, Alta.
SHAVER, DANNY
Sportsmen
WHHH, Warren, O.
SHANNON, VINCE
Sportlite
WJEL, Springfield, O.
SHAW, MYRON
WMDM, Midland, Mich.
SHEIL, BILL
Six Star Special
KOTV, Tulsa, Okla.
SHELTON, JAMES
KEYL, San Antonio, Tex.
SHELTON, KEN
Tenth Inning
WJWL, Georgetown, Del.
SHEPARD, STEVE
KWIK, Pocatello, Idaho
SHERMAN, BARRY
Sports Parade
WSCR, Scranton, Pa.
SHERMAN, BUD
Sports with Sherman
WBAP-TV, Ft. Worth, Texas
SHERMAN, JACK
WFAA-Dallas, Tex.
SHIREK, JAMES, JR.
Shirek's Sports
KFGO, Fargo, N. D.
SHIVER, JACK
WGAF, Valdosta, Ga.
SHORT, JACK
CJOR, Vancouver, B. C.
SHUDT, ROY
Cavalcade of Sports
WTRY, Troy, N. Y.
SHUMATE, GENE
KSO, Des Moines, Iowa
SHUTTS, BILL
Sports Whirl
KVOC, Casper, Wyo.
SIEBERT, DICK
WTCN, Minneapolis, Minn.
SIEGEL, MORRIE
WTOP, Washington, D. C.
SIMMONS, JIM
Parade of Sports
WJMA, Orange, Va.
SIMMONS, LON
Sports Roundup
KUBA, Yuba City, Cal.
SIMMONS, PETE
Sports Picture
KIKI, Honolulu, T. H.
SIMS, FRANK
Let's Be Frank
WKMH, Dearborn-Detroit, Mich.
SIMS, WAYNE
Sports Review
WMSL, Decatur, Ala.
SINGER, HANK
WPWA, Chester, Pa.
SINGER, MEL
Sports Summary
WVCG, Coral Gables, Fla.
SLATER, MANNING
Slater's Sports
WICC-TV, Bridgeport, Conn.
SLATER, SAM
Sports Parade
WCOM, Parkersburg, W. Va.
SLATER, WOODY
4 Pages in Sports
KUGN, Eugene, Ore.
SMITH, BOB
Sports Varieties
WABD, New York
SMITH, ROCKY
Sizing Up Sports
WLOF, Orlando, Fla.
SMITH, DALE
WMRF, Lewiston, Pa.
SMITH, DOUG
CFCF, Montreal
SMITH, FRANK
KHUM, Eureka, Cal.
SMITH, FRED
Sports Caravan
WFBM-TV, Indianapolis, Ind.
SMITH, GENE
Sports Caravan
WTND, Orangeburg, S. C.
SMITH, GORD
CFBC, St. John, N. B.
SMITH, JIM
Sports Special
WTMC, Ocala, Fla.
SMITH, JOE
Sports Roundup
WARD, Johnstown, Pa.
SMITH, LEE
WPMP, Pascagoula, Miss.
SMITH, LEO
WNAC-TV, Boston, Mass.
SMITH, LES
WNAC, Boston, Mass.
SMITH, RAY
Sports Special
WOAP, Owosso, Mich.
SMITH, WM.
Sports Review
WMFR, High Point, N. C.
SNYDER, BILL
Sports Spotlight
WONN, Lakeland, Fla.
SNYDER, DWIGHT
WJAY, Mullins, S. C.
SNYDER, ED
Today in Sports
WJHO, Opelika, Ala.
SORENSON, PHIL
KVNU, Logan, Utah
SPAN, OWEN
Sport Spotlite
WTOB, Winston-Salem, N. C.
SPARKS, RED
WFOM, Marietta, Ga.
SPECIALE, JOHN
KGBC, Galveston, Texas
SPENCE, JOE
Parade of Sports
CHNO, Sudbury, Ont.
SPENCER, MILTON
Sports Section
WFLA, Tampa, Fla.
SPRAGUE, ED
KTMS, Santa Barbara, Cal.
SPRY, DON E.
WJOI, Florence, Ala.
STANFIELD, RAY
Spotlighting Sports
WIS, Columbia, S. C.
STAPLES, FRED
Staples on Sports
WHJC, Matewan, W. Va.
STARK, CHUCK
The Spectator
KDRS, Paragould, Ark.
STATHAM, TOM
CFJR, Brockville, Ont.
STATZ, DICK
WJON, St. Cloud, Minn.
STEDMAN, DICK
The Sport Page
WGFG, Kalamazoo, Mich.
STEELE, BOB
Strictly Sports
WTIC, Hartford, Conn.
STEELE, JIMMY
Sportscall
WNOE, New Orleans, La.
STEELE, JOHN
Spotlight on Sports
KOWB, Laramie, Wyo.
STEMMLER, NICK
WRUN, Utica, N. Y.
STEPHENSON, BILL
Scoreboard
CDKA, Victoria, B. C.

STERN, BILL
Sports Review, Portraits In Sports, NBC; Sports Final, WNBT, New York.
STERRETT, BOB
In the Sportlite
WTON, Staunton, Va.
STEVENS, CARL
Spotlight On Sports
WNAV, Annapolis, Md.
STEVENS, ELBY
Rod and Gun Club
WTYN, St. Johnbury, Vt.
STEVENS, JESS
WEOL, Elyria, O.
STEWART, JOSEPH
WDAF, Kansas City, Mo.
STEWART, WILLIAM G.
KFKA, Greeley, Colo.
STOCK, JIM
Sports Final
WHIM, Bloomsburg, Pa.
STOGNER, EARL
WDVA, Danville, Va.
STONE, CLAIR
WBAY, Green Bay, Wis.
STONE, LYNN
WIKY, Evansville, Ind.
STONE, PHIL
Sports Roundtable
CHUM, Toronto, Ont.
STONER, JAY
KBUN, Bemidji, Minn.
STOREY, ROY
Sports Story
KBOX, Modesto, Cal.
STORM, BRYAN
Sports Roundup
KRUL, Corvallis, Ore.
STRATTON, DICK
WMBR-TV, Jacksonville, Fla.
STREET, MALCOLM
Sports Parade
WHMA, Anniston, Alabama
STREETER, HOWARD
WFMD, Frederick, Md.
STRICKLAND, BILL
Cavalcade of Sports
WIRA, Ft. Pierce, Fla.
STUMPO, LOU
KDB, Santa Barbara, Cal.
SULLIVAN, CHAS.
WMC, Memphis, Tenn.
SULLIVAN, CLAUDE
Today in Sports
WVLK, Lexington, Ky.
SULLIVAN, ROBERT
WMRN, Marion, Ohio
SUMMERVILLE, PAUL
CKLB, Ossawa, Ont.
SWANSON, DICK
Sports Briefs
WAGA-TV, Atlanta, Ga.
SWEENEY, BUDDY
WHKC, Columbus, Ohio

— T —

TABLITZER, BILL
Sportsreel
KMOR, Oroville, Cal.
TABNER, ORRIS
WTOD, Toledo, O.
TAGGART, BYRON
WKRC, Cincinnati, O.
TASNADY, JOHN
Sports Final
KOOS, Coos Bay, Ore.
TAUB, SAM
WMGM, New York, N. Y.
TAYLOR, BILL
KCBD, Lubbock, Texas
TAYLOR, GEORGE
WERD, Ft. Lauderdale, Fla.
TEAS, CHARLES
KOB-TV, Albuquerque, N. M.
TEGTMEIER
KTRF, Thief River Falls, Minn
TEMPLETON, DINK
Sports this Week
KFRC, San Francisco, Cal.
TERRY, CHEM
WBAP-TV, Ft. Worth, Tex.
THACKER, JIM
WPLH, Huntington, W. Va.
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WRBL, Columbus, Ga.
THILINIUS, ED
WRFC, Athens, Ga.
THOMAS, D. GLENN
WJEJ, Hagerstown, Md.
THOMAS, JIM
Fish & Game Club of the Air
WNOP, Newport, Ky.
THOMAS, LARRY
Sportcycle
CHUB, Nanaimo, B. C.
THOMPSON, GEORGE
Sports Round-up
WBGR, Jesup, Ga.
THORGERSEN, ED
March of Time Sport Series; Dumont News and Sports; Studebaker Televiews of the News, WPIX.
THORPE, WM.
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WFBL, Syracuse, N. Y.
TIERNEY, JACK
Sportscope
WWCO, Waterbury, Conn.
TILLER, GUY
Sportsreel
WQXI, Atlanta, Ga.
TORGERSON, STAN
Sport's Hi-lites
WBIZ, Eau Claire, Wis.
TRACE, ROBERT
Koehler's Sports Review
WMGW, Meadville, Pa.
TRACEWELL, JIM
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KCSB, San Bernardino, Cal.
TRAEGER, JOHN
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KWED, Seguin, Tex.
TRANTER, CHUCK
WNAE, Warren, Pa.
TRAYNOR, PIE
KQV, Pittsburgh, Pa.
TREDWAY, BILL
KIJV, Huron, S. Dak.
TRINE, PHIL
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KUKI, Ukiahn, Cal.
TRUITT, ROLLIE
KWJJ, Portland, Ore.
TRUSSELL, JAKE
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KINE, Kingsville, Texas
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WJET, Erie, Pa.
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WTAR-TV, Norfolk, Va.
TWERELL, BRUCE E.
KOJM, Havre, Montana
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KSEI, Pocatello, Idaho
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WWJ, Detroit, Mich.

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WSAM, Saginaw, Mich.
ULRICK, ED
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WCNB, Connersville, Ind.

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VACHE, BOB
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KYMA, Yuma, Ariz.
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KRAL, Rawling, Wyo.
VALENTI, FRANK
KGMB, Honolulu, T. H.
KHBC, Hilo, T. H.
VANROBY, CLIFTON
WTBO, Cumberland, Md.
VanVOORHIS, H.
WLBR, Lebanon, Pa.
VARNELL, LARRY
KLZ, Denver, Colo.
VARNEY, MYRON
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WWNH, Rochester, N. H.
VAZQUEZ, PEDRO
WAPA, San Juan, P. R.
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WFRX, West Frankfort, Ill.
VENNER, FRANK
WSPD-TV, Toledo, O.
VEIDT, BILL
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WHSY, Hattiesburg, Miss.
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KGOS, Torrington, Wyo.
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WATR, Waterbury, Conn.
VEY, JOHN
Sports in Your Community
CFNB, Fredericton, N. B.
VIDNOVIC, SAM
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WMCK, McKeesport, Pa.
VINEY, HENRY
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CFCN, Calgary, Alberta
VOGEL, GEORGE
KCOW, Alliance, Neb.

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WAGNER, BOB
WHIZ-TV, Zanesville, O.
WAGNER, JAY
WLEC, Sandusky, O.
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WIEL, Elizabethtown, Ky.
WAITE, DAVE
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WFOR, Hattiesburg, Miss.
WALDEN, WARREN
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WJAR, Providence, R. I.
WALKER, HAL
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WCAN, Milwaukee, Wis.
WALKER, JAMES P.
Sports Hilites
KFPW, Fort Smith, Ark.
WALLACE, AL
10 o'clock Wire
WRLD, Lewiston, Idaho
WALLACE, BOB
WROW, Albany, N. Y.
WALLACE, JACK
KBST, Big Spring, Tex.
WALSH, FRANK J.
WBCM, Bay City, Mich.

WALSH, LLOYD P.
WGAT, Utica, N. Y.
WALSHAK, DAVID
KCTI, Gonzales, Texas
WALTON, RAY
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WIBG, Philadelphia, Pa.
WARD, BILL
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WSGN, Birmingham, Ala.
WARD, BILL,
WHOW, Clinton, Ill.
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WREL, Lexington, Va.
WARDEL, J.
CFAR, Flin Flon, Man.
WARNER, MEL
WCEC, Rocky Mount, N. C.
WARREN, KENNETH
Sports Jamboree
KERG, Eugene, Ore.
WATERMAN, BERNIE
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WMAY, Springfield, Ill.
WATSON, CHARLES
KBOA, Kennett, Mo.
WATSON, DRANE
WDUN, Gainesville, Ga.
WATTS, DUANE L.
KHAS, Hastings, Neb.
WATTRICK, DON
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WEATHERLY, BOB
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WTAN, Clearwater, Fla.
WEAVER, RIK
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WVLN, Olney, Ill.
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WMGY, Montgomery, Ala.
WECKERLE, JOE
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WIZE, Springfield, O.
WEITZEL, JACK
Sports Scoreboard
WCHA, Chambersburg, Pa.
WELCH, CHARLIE
Sports Preview
WOWL, Florence, Ala.
WELCH, JACK
WWVA, Wheeling, W. Va.
WELLS, BOB
KIUL, Garden City, Kansas
WELLS, JACK
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CKRC, Winnipeg
WELSH, BILL
KTTV, Los Angeles, Cal.
WENDELL, CARL
WWGS, Tifton, Ga.
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WRRF, Washington, N. C.
WEST, BILL
KPBM, Carlsbad, N. M.
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WCSI, Columbus, Ind.
WHALEN, BILL
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WCUE, Akron, O.
WHEELER, JOE
Sports Digest
WGAP, Maryville, Tenn.
WHEELER, RAN
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KTAT, Frederick, Okla.
WHITAKER, EUGENE
WREV, Reidsville N. C.
WHITE RALPH
WGBI Scranton Pa
WHITELY, HOWARD
KBIX, Muskogee, Okla.

WHITING, GIL
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WCAM, Camden, N. J.
WHITMORE, TOM
WWCA, Gary, Ind.
WHITTIER, CHUCK
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WILK, Wilkes-Barre, Pa.
WIDMAN, RALPH
WFAA, Dallas, Texas
WIGGINS, JIM
KABC, San Antonio, Texas
WILBE, DARL
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WBOW, Terre Haute, Ind.
WILBER, DEL
KXLW, St. Louis, Mo.
WILCOX, GEORGE A.
KWBU, Corpus Christi, Texas
WILKINS, KEN
KTTR, Rolla, Mo.
WILKINSON, JIM
Sports News
WOMI, Owensboro, Ky.
WILLIS, JACK
KYUM, Yuma, Ariz.
WILLIAMS, AL
WEVE, Eveleth, Minn.
WILLIAMS, BILL
WJVB, Jacksonville, Fla.
WILLIAMS, CHARLES
KWNO, Winona, Minn.
WILLIAMS, DALE
Focus on Sports
WOI-TV, Ames, Iowa
WILLIAMS, KENT
Sportlight
WDOK, Cleveland, O.
WILLIAMS, OMAR
WLW-D, Dayton, O.
WILLIAMS, PAUL
Sports Roundup
WWJ-TV, Detroit, Mich.
WILLIAMS, PETE
Sportsman's Hour
WAGC, Chattanooga, Tenn.
WILLIAMS, TONY
KCMO, Kansas City, Mo.
WILSON, BERT
WIND, Chicago, Ill.
WILSON, BUD
WKXL, Concord, N. H.
WILSON, CHUCK
The Sportreel
WBVP, Beaver Falls, Pa.
WILSON, DAVE
Sports Final
KANS, Wichita, Kans.
WILSON, GLENN
Sports Look
WLW, Cincinnati, O.
WILSON, JOE
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WNBQ, Chicago, Ill.
WILSON, RONALD
CJKL, Kirkland Lake, Ont.
WILSON, WARD
WMGM, New York, N. Y.
WINTON, ED
KCNY, San Marcos, Texas
WISEMAN, HARRY
WSLS, Roanoke, Va.
WISMER, HARRY
WOR, New York City
WITTGES, DOLLY
KVOR, Colorado Springs, Colo.
WOLF, FRED
WXYZ-TV, Detroit, Mich.
WOLFE, W[illegible]
WLYC, Williamsport, Pa.

WOLFE, ROLAND C.
WKGN, Knoxville, Tenn.
WOLFF, BOB
Bob Wolff Show
WWDC, Washington, D. C.
WOLPART, EDWARD
WFPG, Atlantic City, N. J.
WOOD, ROBERT
Sport's Notebook
KORN, Mitchell, S. Dak.
WOODS, JIM
World of Sports
WAGA-TV, Atlanta, Ga.
WOODSIDE, SAM
WHCU, Ithaca, N. Y.
WOODHOUSE, WOODY
WDNC, Durham, N. C.
WOODWARD, LEROY
WVJS, Owensboro, Ky.
WRATHER, LOU
WENK, Union City, Tenn.
WRIGHT, MANNY
KBOR, Brownsville, Tex.
WULCHIN, STEVE
WHAP, Hopewell, Va.
WYLIE, BOB
Sports Quiz
WAKR, Akron, Ohio
WYMAN, MAL
KALL, Salt Lake City, Utah
WYNN, JIM
KVIM, New Iberia, La.
WYNNE, BILL
Sports Special
WOWL, Florence, Ala.

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YONTZ, BOB
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WWSO, Springfield, Ohio
YATES, CARL
WACB, Kittanning, Pa.
YOUNG, JAY
Sports Review
WERC, Erie, Pa.
YOUNG, TOMMY
Play By Play
KWAT, Watertown, S. D.
YOUNGBLOOD WESLEY
KSEL, Lubbock, Texas

— Z —

ZABEL, JIM
WHO, Des Moines, Iowa
ZARO, RIO
Sports Forecasts
KYCA, Prescott, Ariz.
ZASTROW, DON
Sport Capsule
WTKM, Hartford, Wis.
ZEGARSKE, EDDIE
Speaking of Sports
WHUB, Coosaville, Tenn.
ZEIDMAN, IRV
Sports Whirl
KNOE, Monroe, La.
ZELICH, MARK
World of Sports
WATW, Ashland, Wis.
ZIMMERMAN, BOB
In the World of Sports
KOEL, Oelwein, Iowa
ZOGG, HAL
Roundtable of Sports
KUTA, Salt Lake City, Utah

JOHN CAMERON SWAYZE

NBC—TV

NEWS COMMENTATORS

RADIO AND TELEVISION

—their work during 1952

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— A —

ABBOTT, TOM
WJMR, New Orleans, La.
ABELS, ED
Commentc on Local Affairs
KLWN, Lawrence, Kansas
ACKERLY, ROBT. J.
KXA, Seattle, Wash.
ADAMS, BILL
Farm Reporter
KGO, San Francisco, Cal.
ADAMS, CEDRIC
WCCO-TV, Minneapolis, Minn.
ADKINS, JOHN
WETB, Johnson City, Tenn.
AGRAIT, GUSTAVO
WIPR, San Juan, Porto Rico
AGRONSKY, MARTIN
Martin Agronsky and the News
ABC
AHEARN, TOM
Tom Ahearn Edits the News
WXYZ-TV, Detroit, Mich.
ALDERSON, JOHN M.
Shell News Digest
WFBR, Baltimore, Md.
ALEXANDER, JACK
CKOY, Ottawa, Ont.
ALLEN, BOB
WPAZ, Pottstown, Pa.
ALLEN, GEORGE
WBVP, Beaver Falls, Pa.
ALLEN, PHIL
KOIL, Omaha, Neb.
ALLEN, SPENCER
S. A. & the News
WGN-TV, Chicago, Ill.
ANDERSON, TREZZVANT W.
Pittsburgh Courier News
WUST, Bethesda, Md.
ANDREWS, EARL
WAUD, Auburn, Ala.
ANDREWS, HIRAM G.
Dispelling the Fog
WARD, Johnstown, Pa.
ANDREWS, M. CARL
Over the Editor's Desk
WDBJ, Roanoke, Va.
ANGELL, JACK
WNBQ, Chicago, Ill.
ANTHONY, DICK
KDAL, Duluth, Minn.
ANTHONY, JULIAN
News of Tomorrow
Headline Edition
ABC
ANTHONY, LEE
WTAD, Quincy, Ill.
ARMSTRONG, BILL
WRAL, Raleigh, N. Carolina
ARNOLD, BILL
WTOD, Toledo, O.
ARTHUR, BILL
Buckeye Viewpoint
WRFO, Worthington, O.
ARTHUR, BILLY
WJNC, Jacksonville, N. C.
ARTHUR, BOB
Voice of the News
WEEK, Peoria, Ill.
ARTHUR, FRANK
News at Thirty
KSAN, San Francisco, Calif.
ASHLEY, CHARLES
WEEI, Boston, Mass.
AUSTIN, BILL
WPLH, Huntington, W. Va.
AYARSE, JOSEPH
Delaware Valley Review
WTTM, Trenton, N. J.

— B —

BACH, GUNNAR
Headline Edition, News of Tomorrow, This Week Around the World, ABC
BAGDASARIAN, A. C.
WNBZ, Saranac Lake, N. Y.
BAIR, PAUL
WEOA, Evansville, Ind.
BAIRD, NEIL
KXOL, Fort Worth, Tex.
BAKER, JOHN
WHBC, Canton, O .
BAKER, ROLAND
Headline Digest
KXYZ, Houston, Tex.
BALDWIN, FRANCES OAKES
CKLN, Nelson, B. C.
BALL, BOB
WHO, Dest Moines, Iowa

KENNETH BANGHART,
2:55 Newscast, NBC; 6:66 P.M. Newscast, WNBC; 11:00 P.M. Newscast, WNBC; Proudly We Hail, U. S. Army Syndicated 2,000 stations.

BARBER, GEORGE
WCOG, Greensboro, N. C.
BRABER, JULIAN
WGIV, Charlotte, N. Carolina
BARNES, HARRIET
Hello People
KSRO, Santa Rosa, Cal.
BARRIAULT, ARTHUR
News
NBC
BARRY, LESTER
On The Farm
KVCV, Redding, Cal.
BARTON, FRANK
11th Hour News
KNBH, Hollywood, Cal.
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WBAP-TV, Fort Worth, Tex.
BASSO, NICK
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WSAZ-TV, WSAZ, Charleston, W. Va.
BATSON, GAY
Shell News
WDSA, New Orleans, La.
BATTS, JAMSE W.
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WNNC, Newton, N. C.
BAUGH, ERNEST
WMAR-TV, Baltimore, Md.
BAUKHAGE, H. R.
Mutual
BEATTY, MORGAN
News of the World
NBC
BECK, BILL
WBBZ, Ponca City, Okla .
BEEMNER, HUGH
Town Talk
CKPC, Brantford, Ont.
BELKUNP, AL
WEST, Salem, Mass.
BELL, ED
WIVY, Jacksonville, Fla.
BELL, GLENN
Between the Lines
KLMR, Lamar, Colo.
BELLO, TONY
WJPF, Herrin, Ill.
BELNAP, W. J.
Town Crier
KMVI, Lailuku, Maui, T. H.
BERG, LEE
KOWH, Omaha, Neb.
BERGER, GENE
News Editor
WOL, Washington, D. C.
BERGHOLM, NORMAN
WNAV, Annapolis, Md.
BERNAM, MEL
WHAT, Philadelphia, Pa.
BERNHARD, PAT
Broadside of News
WFOY, St. Augustine, Fla.
BERRELL, LARRY
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KBIG, Avalon, Calif.
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Noon News
WOWL, Florence, Ala.
BIDDLE, RUTH
All Around Town
WOWL, Florence, Ala.
BIGLER, TOM
Tom Bigler & the News
WILK, Wilkes-Barre, Pa.
BILL, EMIL
WMBD, Peoria, Ill.
BILLINGS, JACK
KUGN, Eugene, Ore.
BILLMAN, BOB
KCSJ, Pueblo, Colo.
BILODO, JACQUES
CKBL, Matane, Que.
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KXIT, Dalhart, Texas
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WFAA, Dallas, Texas
BOGGS, RAN
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BOOTON, FRAN
KCID, Caldwell, Idaho
BOLTON, PAUL
KTBC, Austin, Texas
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WINS, New York
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Nouvelles de chez nous
CHEF, Granby, Que.

BOUTON, ED
WKTV, Utica, N. Y.
BOWERS, BILL
KTTS, Springfield, Mo.
BOWLER, JAMES V.
WPEN, Phil., Pa.
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CFBC, St. John, N. B.
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Bill Boyd Edits the News
WERD, Atlanta, Ga.
BOYDEN, BEN
WJAR, Providence, R. I.
BOYETTE, PAT
KEYL, San Antonio, Tex.
BOYLE, WM.
WCPA, Clearfield, Pa.
BRADFORD, BOB
Bradford Views the News
WREL, Lexington, Va.
BRADLEY, FRANK R.
KELY, Ely, Nev.
BRANCH, NEAL
WBIR, Knoxville, Tenn.
BRANCH, TAYLOR
WRR, Dallas, Texas
BRECKEN, PHIL
WVVW, Fairmont, W. Va.
BRENNER, SID
News of New Haven
WNHC, New Haven, Conn.
BRESCIA, MATTY
KWEM, West Memphis, Ark.
BREVIK, ERNIE
WDAY, Fargo, N. D.
BRINKLEY, DAVID
Camel News Caravan
NBC-TV
BRISCOE, ROY
WSTV, Steubenville, O.

BROADHURST, CHARLES
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Fresno, Cal.
BROADLY, KARL
WHTN, Huntington, W. Va.
BROOKINS, DON
WDLP, Panama City, Fla.
BROOKS, CLIFF
Our Town
WGBF, Evansville, Ind.
BROOKS, NED
Sunoco Three Star Extra
BROPHY, FRED
WHIO, Dayton, Ohio
BROUGHAM, GLEN
Columbus Newsreel
WGBA, Columbus, Ga.
BROUSSEAU, CLAUDE
CKCH, Hull, Que.
BRUCE, DONALD
WIRE, Indianapolis, Ind.
BRUNEAU, ROGER
CKCV, Quebec
BRUNER, ROBERT
WIOU, Kokomo, Ind.
BROWN, CECIL
Mutual
BROWN, HOWARD
Noon Edition
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BROWNING, ROBERT
WKNY, Kingston, New York
BRYSON, CONREY
KTSM, El Paso, Texas
BRYSON, LYMAN
CBS
BUBBETT, MARY
Decatur in Review
WMSL, Decatur, Ala.

BULLEN, REED
KVNU, Logan, Utah
BULLER, DICK
WKMH, Dearborn-Detroit, Mich.
BUMPUS, HAL
KVOR, Colorado Springs, Colo.
BUR, NIC
WBAY, Green Bay, Wis.
BURDETT, WINSTON
CBS
BURKE, FRANK J.
Editor of the Air
KFVD, Los Angeles, Cal.
BURKS, WALTER
KIMO, Independence, Mo.
BURNS, JOSEPH
Mid-Afternoon News Report
KNHC-TV, New Haven, Conn.
BURTON, BILL
Farm News and Views
WJER, Dover, O.
BURTT, EVELYN
WHAI, Greenfield, Mass.
BUSLEE, HENRY
WISC, Madison, Wis.
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WTCN, Minneapolis, Minn.
BUTLER, HOMER
Marion Daily Republican
WEBQ, Harrisburg, Ill.
BUTSCHER, TOM
WMOA, Marietta, Ohio
BUTT, BERT
Daily News
St. John's, Nfld.
BUTT, J. KINGSLEY
WIRA, Ft. Pierce, Fla.
BUTZ, BOB
KBOL, Boulder, Colo.

DOUGLAS EDWARDS

CBS News Commentator

GUY RUNNION

— C —

CADDELL, RAYMOND
WHSC, Hartsville, S. C.
CALVIN, HAROLD
Passing Parade
WPFB, Middletown, O.
CAMPBELL DAVE
WAPI Birmingham, Ala.
CANHAM, ERWIN D.
Christian Science Monitor Views and News
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CAREY, BILL
Carey's Corner
WSPB, Sarasota, Fla.
CARR, JOHN
WIL, St. Louis, Mo.
CARRINGTON, BOB
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WXYZ-TV, Detroit, Mich.
CARTER, AL
WOTW, Nashua, N. H.
CARTER, CAL
WWPB, Miami, Fla.
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CAWLEY, TOM
Dou You Think
WNBF-TV, Binghamton, N. Y.
CEDERBERG, CARL
WWJ, Detroit, Mich.
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WHOL, Allentown, Pa.
CHANDLER, TED
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CHANNING, COPE
Yellow River Farm
WEAS, Decatur, Ga.
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KLX, Oakland, Cal.
CHEVERTON, DICK
WMT, Cedar Rapids, Iowa
CHILDS, RALPH
KMA, Shenandoah, Iowa
CHRISTIE, GEORGE
Old Crusader
WFEA, Manchester, N. H.
CLANCY, HAL
Hal Clancy Reports the News
WHDH, Boston, Mass.
CLARKE, VAL
CKLW, Detroit, Mich.
CLARK, DALE
WAGA, Otlanta, Ga.
CLARK, HAL
KWIE, Kennewick, Wash.
CLARK, J. B.
WAYS, Charlotte, N. C.
CLARK, RAY
WOW-TV, WOW, Omaha, Neb.
CLAWSON, JAMES G.
12:15 Edition
KRXK, Rexburg, Idaho
CLEARY, J. M.
WESB, Bradford, Pa.
CLEMENTS, JACK
WWNC, Asheville, N. C.
CLINE, KEN
WJBK-TV, Detroit, Mich.
CLOS, JEAN
Clos Look at the News
WKLO, Louisville, Ky.
CLOUD, RAY
News Editor
KAVL, Lancaster, Cal.
COCHRAN, HARRY
WEIR, Weirton, W. Va.
COCHRAN, RON
WTOP, Washington, D. C.
COGGINS, HARRY
WFBC, Greenville, S. C.
COLEMAN, WILLIAM
WRUF
Gainesville, Fla.
COLLETTE, JACK
Coffee Cup Edition
WHJC, Matewan, W. Va.
COLLIER, JOHN
WGL, Fort Wayne, Ind.
COLLINS, FRED
NBC
COLVIG, BOB
KSFO, San Francisco, Cal.
COMBES, RALPH
KFEQ, St. Joseph, Mo.
COMBEST, DANIEL
KLCB, Libby, Montana
COMBS, GEORGE HAMILTON
ABC
COMBS, MARK
WHPE, High Point, N. C.
COMPTON, GEO. C.
WJPS, Evansville, Ind.
CONAWAY, RAY
KTHT, Houston, Texas
CONDON, GLENN
Today's Headlines
KRMG, Tulsa, Okla.
CONNER, GEO. W.
Man Next Door
KVAN, Vancouver, Wash.
CONNORS, DAVID
News Editor
WNLC, New London, Conn.

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COOKE, ALISTAIR
Alistair Cooke Program
ABC
COOKE, DAVID
KWSH, Wewoka, Okla.
CORBETT, JIM
WFIN, Findlay, Ohio
CORBIN, LOU
This Week in Baltimore
WFBR, Baltimore, Md.
COSLETT, FRANKLIN D.
WBRE, Wilkes-Barre, Pa.
COSTELLO, BILL
CBS
COSTLEY, JAN
WINR, Binghamton, N. Y.
COURTICE, JAMES
WHUC, Hudson, N. Y.
COURTNEY, ALAN
Alan Courtney Show
WGBS, Miami, Fla.
COVINGTON, TED
Noon News
WONN, Lakeland, Fla.
COWART, SARAH
WROX, Clarksdale, Miss.
COWLING, HORACE
WCOP, Boston, Mass.
COX, MERLIN
Meaning Behind the News
WTBF, Troy, Ala.
COX, REG
WCAP, Lowell, Mass.
COY, JIM
WNBC, New York City
CRAIG, CHARLES
WDVA, Danville, Va.
CRAIG, VERN
Open Mike Forum
WKAP, Allentown, Pa.
CRAMER, JOHN E.
This Week in Review
WMIX, Mt. Vernon, Ill.
CRISWELL, WILLIAM
6 o'clock News
WCUM, Cumberland, Md.
CRONKITE, WALTER
WTOP, Washington, D. C.
CROWLEY, BILL
WARA, Attleboro, Mass.
CUMMISKEY, JOE
WAGE, Syracuse, N. Y.
CUNNINGHAM, BILL
WNAC-TV, WNAC, Boston, Mass.
CURLEY, JAMES M.
Mr. Boston
WBMS, Boston, Mass.
CURRIE, CARLTON
Behind the News
KSCE, Susanville, Cal.
CURTIS, FRANK
WTRF, Bellaire, Ohio
CUTLER, JIM
WKIP, Poughkeepsie, N. Y.

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DABECCO, HENRY
WJAS, Pittsburgh, Pa.
DABOUL, JOE
WJKO, Springfield, Hampden, Mass.
D'ACCARDO, GENE
Between the Lines
KMOD, Modesto, Cal.
DAHLBY, JACK
WNAB, Bridgeport, Conn.
DALE, ALLEN
KEYS, Corpus Christie, Texas
DALTON, KENNETH G.
Your 1460 Commentator
WBET, Brockton, Mass.
DALEY, JOHN
This Week Around The World
ABC
DANES, SPENCER
WKBV, Richmond, Ind.
DAUGHERTY, JACK
Between the Lines
KVON, Napa, Cal.
DAUGHTON, RALPH
R. D.'s Commentary
WCAV, Norfolk, Va.
DAVIDSON, W. R.
WAKN, Aiken, S. C.
DAVIS, ELMER
Elmer Davis and the News
ABC
DAVIS, REX
KMOX, St. Louis, Mo.
DAVIS, ZONA B.
News Column of the Air
WCRA, Effingham, Ill.
DAY, CHARLES
Shell News
WGAR, Cleveland, O.
DEBNAM, W. E.
Debman Views the News
WPTF, Raleigh, N. C.
DEEGAN, JOHN
Eastern Pa. Today
WHUM-TV, WHUM, Reading, Pa.
DELL, FREDERIC T.
KGDE, Fergus Falls, Minn.
DENNETT, JACK
CFRB, Toronto, Ont.
DERBACK, ED
CKY, Winnipeg
DESMOND, EDWARD
WINA, Charlottesville, Va.
DEVINE, MAURICE
News Behind the Headlines
WERI, Westerly, R. I.
DeYOANNES, ARMONDO
News by DeYoannes
WHLB, Virginia, Minn.
DIAB, GEORGE
WTRF, Bellaire, Ohio
DICKEY, BOB
WJAS, Pittsburgh, Pa.
DICKOFF, CHAS. R.
WBEV, Beaver Dam, Wis.
DILLINGHAM, ALEX
WILS, Lansing, Mich.
DITZEL, WILLIAM
WLW-D, Dayton, O.
DIXON, ROY
KTRM, Beaumont, Texas
DODD, TOM
Legislative Reporter
WDEV, Waterbury, Vt.
DOGGETTE, HARRY
WELS, Kinston, N. C.
DONALDSON, JOHN
CKY, Winnipeg
D'ONOFRIO, SAM
WLNA, Peekskill, N. Y.
DOOLITTLE, LEWIS
WHGB, Harrisburg, Pa.
DOTY, LOCKWOOD
NBC
DOWNING, CARL
KGY, Olympia, Wash.
DOWNS, BILL
CBS
DOYLE, TOM
KOB, Albuquerque, N. M.
DOYLE, TOM
Behind the Headlines
WLOF, Orlando, Fla.
DREIER, ALEX
WNBZ, Chicago, Ill.
NBC
DRYFOOS, LEON
WIKK, Erie, Pa.
DUERSON, J. R.
Wat Do You Think
KELD, Eldorado, Ark.
DUGGAN, VINCE
CKOK, Penticton, B. C.
DULANE, CHUCK
WGAY News
WGAY, Silver Spring, Md.
DUNCAN, JOHN
KIST, Santa Barbara Cal.
DUNHAM BOB
KVOR Colorado Springs, Col.
DUNN, JACK
WDAY, Fargo, N. D.

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EADIE, DEANE
WSNJ, Bridgeton, N. J.
EARLE, GLENN
KPAC, Port Arthur, Texas
EAST, HENRY
Tomorrow's News
WLAG, LaGrange, Ga.
EATON, ARTHUR J.
WPBC, Minneapolis, Minn
EATON, RICHARD
WSID, Baltimore, Md.
EATON, ROBERT
WJPF, Herrin, Ill.
EBEL, WALTER
News and Views
KWFC, Hot Springs, Ark.
EDMONDS, GEN, J. E.
WLOS, Asheville, N. C.
EDMONDS, JAMES
James Edmonds Presents the News
WESC, Greenville, S. C.
EDWARDS, CURT
WTCN, Minneapolis, Minn.
EDWARDS, DOUGLAS
Douglas Edwards with the News
CBS-TV
EDWARDS, JOHN
Headline Edition, News of Tomorrow
ABC
EDWARDS, ROSS
W. Va. News
WCHS, Charleston, W. Va.
EDWARDS, WEBLEY
Hawaii Newsreel
KONA, Honolulu, Hawaii
EID, LEIF
Pro & Con
NBC
ELIAS, BOB
To-day 'n Bakersfield
KBIS, Bakersfield, Calif.
ELLIOT, IAN A.
KRJF, Miles City, Montana
ELLIS, SARAH
WHAI, Greenfield, Mass.
ENGLE, CLIFF
KFRC, San Francisco, Cal.
ENGLER, ROBERT
KRSC, Seattle, Wash.
ERICKSON, CARL
WBEN, Buffalo, N. Y.
ERICKSON, WALLY
News and Farm News
KFRE, Fresno, Cal.
ERK, E. CHRISTY
Survey of the News
WBRY, Waterbury, Conn.
ESTRELLA, BLANCA
Latin-American News
WIOD, Miami Beach, Fla.
EVANS, BOYD
Ala. Farmer's Time
WSGN, Birmingham, Ala.
EVANS, DAVID, JR.
WHO, Des Moines, Iowa
EVERSOLE, JACK
Breakfast News
WKCT, Bowling Green, Ky.

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FABER, JIM
KTAC, Tacoma, Wash.
FAGAN, FRANK
WCEC, Rocky Mount, N. C.
FALGE, O. J.
WLDY, Ladysmith, Wis.
FALK, ED
KWWL, Waterloo, Iowa
FARO, FRANK
KGON, Portland, Ore.
FARREN, BILL
WPEN, Phil., Pa.
FARRINGTON, GLEN
WTAX, Springfield, Ill.
FENIMORE, SUE
WLAP, Lexington, Ky.
FIELD, BILL
KEVT, Kerrville, Texas
FIELD, TOM
11th Hour News
WNBK, WTAM, Cleveland, O.
FIELDS, JOHN
News Room
WKY-TV, Oklahoma City, Okla.
FINCH, BILL
News at 9:00
KRAI, Craig, Colo.
FINDLEY, MARY ELLEN
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WMAZ, Macon, Ga.
FINNEY, FRED
KTUC, Tuscon, Ariz.
FIRMIN, JAMES H.
The Way I See It
WMOK, Metropolis, Ill.
FISHER, JERRY
KGBS, Harlingen, Texas
FITCH, JERRY
KGIN, Glenwood Springs, Colo.
FLAXINGTON, WARD
Plain Thoughts of a Plain Citizen
WWHG, Hornell, N. Y.
FLEET, TOM C.
KCNY, San Marcos, Texas
FLEMING, JAMES
Today
NBC-TV
FLEMING, THOMAS J.
WSPA, Spartsburg, S. C.
FIX, K. W.
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WJAM, Marion, Ala.
FLYNN, JOHN T.
KBUH, Brigham City, Utah
FLYNN, JOHN T.
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KSIM, Sikeston, Mo.
FLYNN, JOHN T.
WBIP, Booneville, Miss.
FLYNN, JOHN T.
WFUR, Grand Rapids, Mich.
FLYNN, PAT
KLYN, Amarillo, Texas
FORBES, GILBERT
Gilbert Forbes and the News
WFBM-TV, Indianapolis, Ind.
FORD, JOHN
WTCN, Minneapolis, Minn.
FORESTER, BOBBIE
Legislative Program Digest
KXLR, Little Rock, Ark.
FORREST, WILLIAM
Behind the News
WGNY, Newburgh, N. Y.
FORTUNE, FRANK
WBEN, Buffalo, N. Y.
FOSTER, CEDRIC
WNAC-TV, WNAC, Boston, Mass.
FOSTER, CHUCK
KXL, Portland, Ore.
FOSTER, GRANT
Front Page
KWY, Oklahoma City, Okla.
FOSTER, HOMER W.
WSOO, Sault Ste. Marie, Mich.
FOWLKES, WILLIAM
Courier News
WERD, Atlanta, Ga.
FOX, BILL
KGY, Olympia, Wash.
FOX, BILL
WPTW, Piqua, O.
FRANCES, AL
WHC, Canton, O.
FRANCIS, SEYMOUR
KSON, San Diego, Cal.
FRANK, WILLIAM P.
WILM, Wilmington, Del.
FRASER, GORDON
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ABC
FRECH, ED
KFRE, Fresno, Calif.
FREEMAN, HARRY
Phillips News Reporter
KFSA, Ft. Smith, Ark.
FRENCH, GRAHAM
Graham French Reporting
KOPO, Tuscon, Ariz.
FRENETTE, OSCAR
WSOO, Sault Ste. Marie, Mich.
FRIEND, GEORGE
World News Review
WPLA, Plant City, Fla.
FRIESEN, J. P.
CKPR, Ft. William, Ont.
FROST, RALPH
WROL, Knoxville, Tenn.
FRYE, J. A.
KBKI, Alice, Texas
FUNK, EDA
WIEL, Elizabethtown, Ky.
FUNK, JACK
WSMI, Litchfield, Ill.
FURNISS, WALTER
Cruise for News
WCOL, Columbus, O.

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GAFFANEY, L. L.
KOLS, Pryor, Okla.
GAGNON, JEAN-LOUIS
CKAC, Montreal
GAINES, WALT
WIEL, Elizabethtown, Ky.
GAMBLE, E. R.
Town Crier
WBTZ, Batavia, N. Y.
GAMMELL, SERENO
WTHT, Hartford, Conn.
GARDINER, DON
WJZ, New York, N. Y.
GARLINGTON, S. W.
WEVD, New York, N. Y.
GARNER, J. E.
KFPW, Fort Smith, Ark.
GARRETSON, JOSEPH
Joseph Garretson & the News
WSAI, Cincinnati, O.
GARRISON, JOHN
Noon News
WFUN, Huntsville, Ala.
GARTON, CLEM
East o' Town
WPRC, Lincoln, Ill.
GAVITT, DICK
KFH, Wichita, Kan.
GAYMAN, VAUGHN
WDBQ, Dubuque, Iowa
GEARHART, NICK
KTBS, Shreveport, La.
GEBERS, KEITH
On File
KFIR, North Bend, Ore.
GEBINER, BENJ. A.
WEVD, New York, N. Y.
GEER, SANDY
WALT, Tampa, Fla.
GELATT, ROD
WHO, Des Moines, Iowa
GELZER, JACK
WUSJ, Lockport, N. Y.
GEORGE, NICK
KWWL, Waterloo, Iowa
GERAGHTY, LARRY
Maine Network News
WCSH, Portland, Maine
GIBSON, PHIL
WMBD, Peoria, Ill.
GILBERT, JOHN
WRR, Dallas, Texas
GILSON, BRACE
Everybody's News
WNHC, New Haven, Conn.
GINGELL, GEORGE
State of the Nation
WRBL, Columbus, Ga.
GIVEN, KEN D.
WLBJ, Bowling Green, Ky.
GIVNEY, JOHN
Speaking of News
WTRY, Troy, N. Y.
GLADSTONE, HENRY
WOR, N. Y.
GLEASON, BOB
All the News
WMSL, Decatur, Ala.
GLEASON, JOHN H.
WIMS, Michigan City, Ind.
GLOSTER, ROOSEVELT
News & Views
WHOD, Homestead, Pa.
GODWIN, EARL
Earl Godwin's Washington
NBC
GOLDSBOROUGH, M. L.
Behind the News
WGET, Gettysburg, Pa.
GOODE, MAL
Courier News
WHOD, Homestead, Pa.
GOODMAN, JUANITA
KICA, Clovis, N. M.
GORDON, ROBERT D.
KSL-TV, Sa't Lake City, Utah
GORDON, ROGER V.
KMMO, Marsall, Mo.
GOSS, FRANK
KNX, Los Angeles, Cal.
GOTHBERG, GEORGE
WFPA, Fort Payne, Ala.
GOW, GEORGE
KANS, Wichita, Kansas
GRAEFE, HERBERT H.
WOKW, Sturgeon Bay, Wis.
GRAFE, HARRY
KMOR, Oroville, Cal.
GRAHAM, GORDON
News at Noon
WIBC, Indianapolis, Ind.
GRAHAM, JAMES E.
News of the Day
WWGS, Tifton, Ga.
GRANT, AUSTIN
CKLW, Detroit, Mich.
GRANT, PETER
WAAB, Worcester, Mass.
GRANT, PETER
WTAR-TV, Norfolk, Va.
GRANT, TAYLOR
Headline Edition
Taylor Grant and the News
ABC
GRAUE, KEN
Final Edition
KTLA, Los Angeles, Cal.
GRAY, BARRY
Barry Gray Show
WABD, New York

GRAY, JAMES H.
Editors Outlook
WALB, Albany, Ga.
GREEN, H. E.
News-Interviews
KFKA, Greeley, Colo.
GREEN, M. E.
It Means This
WFGN, Gaffney, S. C.
GREENE, LORNE
CKEY, Toronto, Ont.
GREGG, MARY
Talk Of The Town
KAFY, Bakersfield, Calif.
GRESS, ED
WTHI, Terre Haute, Ind.
GRIBBEN, PAUL
KOY, Phoenix, Ariz.
GRIFFIN, MICHAEL
WBAY, Green Bay, Wis.
GRIFFING, M. R.
KCOG, Centerville, Iowa
GRINNELL, CHAS. W.
Vermont Angle
WSKI, Montpelier, Vt.
GROSS, LOUIS
WJMJ, Phil., Pa.
GROVE, BOB
Virginia Today
WMBG, Richmond, Va.
GUARE, PAUL H.
Random Review
WSKI, Montpelier, Vt.
GUNN, BEN
News by Gunn
WAGA-TV, Atlanta, Ga.
GUNN, D.
VOGM, St. John's, Newf.
GUTHRIE, WARREN
WXEL, Cleveland, O.
GYSEN, SAM
WMIE, Miami, Fla.

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HABERER, WALTER, COLONEL
Background to The News
KNEA, Jonesboro, Ark.
HADLOCK, JAMES
KCMJ, Palm Springs, Cal.
HAEBERLE, FLORENCE
WHAI, Greenfield, Mass.
HAGERMAN, BARTLEY
Ky. Round-Up
WLBJ, Bowling Green, Ky.
HAGGERTY, FRED
WFPG, Atlantic City, N. J.
HAINLINE, RICHARD
KICK, Springfield, Mo.
HAIRGROVE, JIM
KFRD, Rosenberg, Texas
HALL, EDWARD R.
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KELD, Eldorado, Ark.
HALLOCK, MEL
KMON, Great Falls, Montana
HALPIN, W. GREG
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MCBM, Baltimore, Md.
HALTERMAN, KENNETH
WCUE, Akron, O.
HALVORSON, JOHN
KCBQ, San Diego, Cal.
HAMLYN, EDWARD
WMBS, Uniontown, Pa.
HAMRICK, EARLE A.
WFCB, Dunkirk, N. Y.
HANCOCK, HAROLD
WENE, Binghamton-Endicott, N. Y.
HANSON, BILL
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WPAC, Patchogue, N. Y.
HARDY, OTIS
WHRV, Ann Arbor, Mich.
HARGREAVES, LYNN
KVIM, New Iberia, La.
HARKNESS, RICHARD
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HARMON, ROY LEE
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WWNR, Beckley, W. Va.
HARPER, TRO
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KPIX, San Francisco, Cal.
HARRIER, BOYD
WTAR-TV, Norfolk, Va.
HARRISON, BOB
WHNC, Henderson, N. C.
HARRY, RAY
WRAY, Princeton, Ind.
HART, BOB
KTRH, Houston, Texas
HART, DON
WSNJ, Bridgeton, N. J.
HART, KEN
Kentucky News Round-Up
WFKY, Frankfort, Ky.
HARTLEY, HOWARD
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WTAN, Clearwater, Fla.
HARTMAN, FRED
KREL, Baytown, Texas
HARVEY, PAUL
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HASLER, JOE
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KUKI, Ukiah, Cal.
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KYSM, Mankato, Minn.
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WWNC, Asheville, N. C.
HAUSMANN, JACK
KCBQ, San Diego, Cal.
HAYES, EARL
WJBK-TV, Detroit, Mich.
HAYES, SAM
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HAYWARD, BRUCE
KWK, St. Louis, Mo.
HEALEY, JIM
WOKO, Albany, N. Y.
HEATTER, GABRIEL
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HELMERS, DALE
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KSEK, Pittsburg, Kansas
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WLTV, Atlanta, Ga.
HENLE, RAY
Sunoco Three-Star Extra
NBC
HENRY, BILL
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HENRY, HARRY D.
WHKY, Hickory, N. Carolina
HERLIHY, ED J.
B. August 14, 1912, Boston, Mass.; Children's Hour, WNBT; Goodyear Theater, NBC-TV; Kraft Theater, NBC-TV; Herlihy and the News at Noon, Universal Newsreel, WNBT
HERRING, CHARLES
World Today
KING-TV, Seattle, Wash.
HERSON, BILL
Coffee in Washington
NBC
HESS, BOB
KSVP, Artesia, N. M.
HEYBORNE, ROBT. L.
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KSCB, Cedar City, Utah
HEYWOOD, LARRY
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CFAC, Calgary, Alta.
HICKMAN, BOWERS
WHBQ, Memphis, Tenn.
HICKS, BOB
KVOU, Livdale, Texas
HICKS, GEORGE
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HIGBIE, LES
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HIGGINS, R. E., JR.
WDNC, Durham, N. C.
HILBURN, JIM
KTRH, Houston, Texas
HILL, CECIL
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KCRC, Enid, Okla.
HILL, EDWIN C.
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HILL, LILLARD
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WBAP-TV, Fort Worth, Texas
HILLEGAS, FRED
WSYR, Syracuse, N. Y.
HINDMAN, WM.
WLW-C, Columbus, O.
HINES, LINDLEY
KMOX, St. Louis, Mo.
HINN, MICHAEL
WFAA-TV, Dallas, Texas
HINSHAW, FRED MOORE
WLBC, Muncie, Ind.
HITT, BILL
WIOU, Kokomo, Ind.
HOGAN, JAY
The World Today
KRLD-TV, Dallas, Texas
HOLDER, H. RANDOLPH
WRFC, Athens, Ga.
HOLDERBY, BOB
KTOK, Oklahoma City, Okla.
HOLLENBECK, DON
6 O'Clock Report
WCBS-TV, New York
HOLLES, EVERETT
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HOLLOWAY, HUBERT
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WKRC, Cincinnati, O.
HOLM, A. S.
Mike Holm's Views and Versions
KGPH, Flagstaff, Ariz.
HOLMES, BOB
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WPAC, Patchogue, N. Y.
HOOD, W. P.
The Wichita Falls Scene
KFDX, Wichita Falls, Tex.
HOWE, LEN
WHO, Des Moines, Iowa
HOWELL, HENRY
WOAI, San Antonio, Texas
HOWELL, REX
KFXJ, Grand Junction, Col.
HOVEY, GRAHAM
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WNA, Madison, Wis.
HOY, FRANK S.
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WLAM, Lewiston, Maine
HUDSON, LEW
KBOE, Oskaloosa, Iowa
HUFF, OSCAR
WTAC, Flint, Mich.
HUGH, JOHN
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WLOF, Orlando, Fla.
HUGHES, JOHN B.
WOR-TV, New York
HUME, ARTHUR
WORL, Boston, Mass.
HUMPHRIES, DAN
WPFB, Middletown, O.
HUNT, TED
KROD, El Paso, Texas

HURLBUT, JIM
Reporter at Large
WMAQ, Chicago, Ill.
HURLEIGH, ROBERT F.
Robt. F. Hurleigh and the News
WGN, Chicago, Ill.
HUTTON, WM.
CKCW, Moncton, N. B.

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IONNE, JOSEPH
WMRN, Marion, Ohio
IZZARD, BOB
KGNC, Amarillo, Texas
IZZARD, WES
KGNC, KGNC-TV, Amarillo, Texas

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JACKSON, ALLAN
News of the Night
WCBS-TV, New York
JACKSON, BILL
KVIC, Victoria, Texas
JACKSON, HARRY
Jackson Views the News
KNGS, Hanford, Cal.
JACOBS, RAY
KOB-TV, Albuquerque, N. M.
JARRELL, W. W.
News Priorities
WKTG, Thomasville, Ga.
JAY, JOHN
Week in Review
WREB, Holyoke, Mass.
JEFFRIES, ALLEN
WIRE, Indianapolis, Ind.
JENNEWEIN, PAUL
WMFD, Wilmington, N. C.
JENSEN, EVERET
Church & the News
KRUL, Corvallis, Ore.
JESSEE, RANDALL
WDAF, Kansas City, Mo.
JESTER, LEWIS T.
Lewis T. Jester and the News
WVEC, Hampton, Va.
JOHNSON, ARVID
Midwest Memo
KCJB, Minot, N. D.
JOHNSON, ED.
WHOB, Gardner, Mass.
JOHNSON, GERALD W.
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WAAM, Baltimore, Md.
JOHNSON, MILDRED
WPWA, Chester, Pa.
JOHNSON, PHILIP N.
Maine Network News
WCSH, Portland, Maine
JOHNSON, TOM
Alabama News
WAPX, Montgomery, Ala.
JOHNSON, WM.
Home Town Editor
KCJB, Minot, N. D.
JONES, ARTHUR
Jones Views the News
WFOX, Milwaukee, Wis.
JONES, DAN
KTAT, Frederick, Okla.
JONES, FRANK
Sunbeam News
WREN, Topeka, Kans.
JONES, LYMAN
KTBC, Austin, Texas
JORDAN, JOE
Bluegrass Beat
WVLK, Lexington, Ky.
JOY, DICK
Newscaster
KFAC, L. A., Calif.
JOYCE, BILL
WJTN, Jamestown, N. Y.
JOYNER, GORDON
WPEO, Peoria, Ill.

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KABER, RUSS
KOVC, Valley City, N. D.
KAHN, HOWARD
WGRO, Bay City, Mich.
KALBER, FLOYD
KMTV, Omaha, Neb.
KALLSEN, DICK
Mutual
KALTENBORN, H. V.
NBC
KARANT, MARTIN
WKPT, Kingsport, Tenn.
KARMEN, JACK
Maine News
WCOU, Lewiston, Maine
KAUFMAN, EDWARD
WHBC, Canton, O.
KAUFMAN, GEORGE
KBMW, Wahpeton, N. D.
KAY, LARRY
WHAP, Hopewell, Va.
KEATH, EDWARD
Keath's Comments
WTTV, Bloomington, Ind.
KEDDIE, HOWARD
Home on the Ranch
KCBQ, San Diego, Cal.
KEEN, HAROLD
KFBM, San Diego, Cal.
KEITH, DON
KGDE, Fergus Falls, Minn.
KELLY, GEORGE
WETB, Johnson City, Tenn.
KENNY, H. B.
Kenny and the News
WCOM, Parkersburg, W. Va.
KENNEDY, BILL
Today in Detroit
WWJ-TV, Detroit, Mich.
KENNEDY, KEVIN
News at Seven
WPIX, New York
KENNEDY, WM. T.
WMAN, Mansfield, O.
KENT, BOB
WPUV, Pulaski, Va.
KERLIN, J. C.
What Goes On Here?
WGBF, Evansville, Ind.
KINNEY, HENRY
WBRD, Ft. Lauderdale, Fla.
KLINE, ERNIE
WBVP, Beaver Falls, Pa.
KNELL, JACK
WBT, Charlotte, N. C.
KOBRIN, JERRY
WEEU, Reading, Pa.
KOELSCH, JOE
WRCO, Rochland Center, Wis.
KOZAK, CHESTER
KCLO, Leavenworth, Kansas
KRAMER, JOSEPH
KRES, St. Joseph, Mo.
KREGELON, HUBERT
WSPR, Springfield, Mass.
KRUEGER, BILL
KDAL, Duluth, Minn.
KUTZ, EDWARD C.
WSPD, Toledo, O.

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LaBRIE, JACK
WCCM, Lawrence, Mass.
LAND, ALLEN
WHIZ-TV, WHIZ, Zanesville, Ohio
LANDIS, MEADE
WSNJ, Bridgeton, N. J.
LANSING, GERALD
KGKB, Tyler, Texas
LARSEN, WHITEY
WNAX, Yankton, S. D.
LASK, BILL
KDDD, Dumas, Texas
LATIMER, SAM
Special Edition
WFLA, Tampa, Fla.
LECIUS, ED
WOTW, Nashua, N. H.
LEDFORD, R. E.
WVOP, Vidalia, Ga.
LEONARD, BILL
6 O'Clock Report
WCBS-TV, New York
LeFEVRE, ROBERT
Past Is Prologue
WQAM, Miami, Fla.
LENHART, GARRY
WHO, Des Moines, Iowa
LENIHAN, BOB
Radio Almanac
WMGA, Moultrie, Ga.
LeSUEUR, LARRY
CBS
LETTE, BOB
KNBC, San Francisco, Cal.
LEVENSTEIN, AARON
WLNA, Peekskill, N. Y.
LEWIS, FULTON, JR.
Mutual
LEWIS, JOHN FULTON
WCBM, Baltimore, Md.
LIPSON, MAC
CKOY, Ottawa, Ont.
LISSER, ALAN
Listen to Lisser
KBIG, Avalon, Calif.
LITTLE, JAMES G.
WTAG, Worcester, Mass.
LOFTON, JOHN
Headlines & News of the World
WHOO, Orlando, Fla.
LOISELLE, CLAUDE
CHRL, Roberval, Que.
LOMAN, PHILIP
Economist Views the News
WJOY, Burlington, Vt.
LONG, CHET
WBNS, WBNS-TV, Cleveland, Ohio
LORING, REX
CHML, Hamilton, Canada
LOTT, JOHNNIE
WERH, Hamilton, Ala.
LUNDBERG, DAN
KNXT Ten O'Clock News
KNXT, Hollywood, Cal.
LYONS, JIMMY
KWCB, Searcy, Arkansas
LYNOTT, EDWARD
WJON, St. Cloud, Minn.

— Mc —

McCAFFREY, JOHN K. M.
NBC
McCAFFREY, JOSEPH
Mutual
McBRIDE, BILL
WOW-TV, Omaha, Neb.
McGINNIS, E. D.
KRIO, McAllen, Texas
Mac INTYRE, E. ROSS
CHUB, Nanaimo, B. C.
McINTYRE, FRANK
KLIJ, Twin Falls, Idaho
MacINTYRE, HAL
KCRA, Sacramento, Cal.
McCUEN, CHAS. D.
WCCO-TV, Minneapolis, Minn.

McCUNE, JOHN
Valley News
WRLD, Lanett, Ala.
McCAFFERY, JOHN K. M.
11th Hour News
WNBT, New York
McCALL, T. LAWSON
KGW, Portland, Ore.
McCARTHY, JOSEPH V.
KFGO, Fargo, N. D.
McCARTHY, TOM
Tom McCarthy Show
WKRC, Cincinnati, O.
McCOLLUM, BURT
CKLB, Oshawa, Ont.
McCULLA, JIM
News Director
KMPC, Hollywood, Cal.
McCUNE, JOHN
Speaking
WRLD, West Point, Ga.
McDOWELL, LYNN
Behind the Scenes
WERH, Hamilton, Ala.
McELROY, PAUL
Morning News
KERO, Bakersfield, Calif.
McLAREN, J. G.
Tomorrow's Headlines Today
CFKI, Fort Frances, Ont.
McLEAN, JACK
Time Out
WXRA, Buffalo, N. Y.
McMURTRIE, BURT
It Seems to Me
KMO, Tacoma, Wash.
McNEAL, CHARLES L.
KCLS, Flagstaff, Arizona
McQUARRIE, H. N.
CKX, Brandon, Manitoba
MacLEISH, RODERICK
WLAW, Boston, Mass.

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MACK, VERN
Commentary
KAFY, Bakersfield, Calif.
MAGNUSON, HENRY
WHO, Des Moines, Iowa
MAGUIRE, TOM
Behind The News
WCEM, Cambridge, Md.
MAHAN, CHARLES
WARA, Attleboro, Mass.
MAHONEY, CLAUDE
CBS
MALE, COLIN
WCPO-TV, Cincinnati, O.
MANFREE, BOB
WIP, Phil., Pa.
MARSHALL, GEORGE
WCMI, Roundup
WCMI, Ashland, Kentucky
MARTIN, BOB
KWTX, Waco, Texas
MARTIN, DON
WHCU, Ithaca, N. Y.
MARTIN, L. W.
Radio Editorials
KTTR, Rolla, Mo.
MARTIN, LARRY
CHUM, Toronto, Ont.
MARTIN, JIM
Morning News
WGAR, Cleveland, O.
MARTYN, BRUCE
WSOO, Sault Ste. Marie, Mich.
MARTYN, GILBERT
Newsreel
KTLA, Los Angeles, Cal.
MATT, M. LEONARD
WDAS, Phil., Pa.
MATTHEWS, DWIGHT
WAYS, Charlotte, N. Carolina
MATTHEWS, NORMAN M.
WRNO, Orangeburg, S. C.
MAUGENS, BILL
WBBZ, Ponca City, Okla.
MAXWELL, ED
WMAM, Marinette, Wis.
MAYNE, JACK
KVCV, Redding, Cal.
MEHRMAN, BOB
WTAO, Cambridge, Mass.
MEIER, EVANS
WJAG, Norfolk, Neb.
MELLA, WM. F.
WWNC, Asheville, N. C.
MELTON, ORRIN
KSOO, Sioux Falls, S. Dak.
MERRILL, GLACUS G.
WHAR, Clarksburg, W. Va.
MERRITT, LEE
KTBB, Tyler, Texas
MERRYMAN, PHILIP
The World Tonight
WICC-TV, Bridgeport, Conn.
MEYNERS, JOSE ARNALDO
WAPA, San Juan, P. R.
MIDMORE, JOE
CKWX, Vancouver, B. C.
MIKSCHE, MIKE
Central Oreg. Roundup
KRCO, Prinville, Oreg.
MILLER, JULIUS
It Happened Today
WTTV, Bloomington, Ind.
MILLER, KEN
News & Views
KVOO, Tulsa, Okla.
MILLS, E. C.
WRJW, Picayne, Miss.
MILLER, BILL
WTAX, Springfield, Ill.
MILLER, DOROTHY
WHAI, Greenfield, Mass.
MILLER, NOAH
Bedford Story
WBIW, Bedford, Ind.
MITCHELL, FORD
KABC, San Antonio, Texas
MITCHELL, J. W.
KSFA, Nacogdoches, Texas
MILLS, WILLIAM
Valley News
KEEN, San Jose, Cal.
MITCHUM, M. M.
Behind The Headlines
KTTR, Rolla, Mo.
MOFIELD, RAY
DX News
WPAD, Paducah, Ky.
MONTANO, JUAN LOPEZ
WCMN, Arecibo, P. R.
MONROE, JIM
KCMO, Kansas City, Mo.
MORGAN, EDWARD P.
CBS
MORGAN, MURRAY
KTAC, Tacoma, Wash.
MORRIS, EDMUND
CJCH, Halifax, N. S.
MORRIS, JACK
KTUL, Tulsa, Okla.
MORRIS, MERRILL
WMTR, Morristown, N. J.
MORRISON, WILBUR
WRUN, Utica, N. Y.
MOTT, HARVEY L.
Harvey Mott Commentary
KOY, Phoenix, Ariz.
MOUZON, H. D.
Dateline Collin County
KMAE, McKinney, Tex.
MUNGER, JOHN
WJPS, Evansville, Ind.
MUNN, E. HAROLD, JR.
WTVB, Coldwater, Mich.
MUNYAN, HARRY
The Rambler
WIOD, Miami, Fla.
MURCOY, LEAR
KGHL, Billings, Mont.
MURPHY, C. JIM
The World Today
WRLD, Lanett, Ala.
MURRAY, DAVE
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WDTV, Pittsburgh, Pa.
MURROW, EDWARD R.
CBS
MUSSON, CHARLES
WJEH, Gallipolis, Ohio

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NAGLE, DAVE
KTHT, Houston, Texas
NAHAS, FRED
Tomorrow's History
KXYZ, Houston, Tex.
NASH, BOB
KFYO, Lubbock, Texas
NASH, JERGEN
WLOL, Minneapolis, Minn.
NEIL, JACK
KTRM, Beaumont, Texas
NEILLY, JOE MAC
Five Star Final
WKTM, Mayfield, Ky.
NELSEN, M. L.
WHO, Des Moines, Iowa
NELSON, BOB
WSAU, Wausau, Wis.
NELSON, PAUL
Farm Reporter
KFRE, Fresno, Cal.
NELSON, ROBERT
WSYR, Syracuse, N. Y.
NELSON, TED
KOBK, Owatonna, Minn.
NETTLESHIP, HAL
WKID, Urbana, Ill.
NICHOLS, DAVID
WTVN, Columbus, O.
NICHOLS, LES
Mutual
NICHOLS, LESLIE
News Views
WGN-TV, Chicago, Ill.
NICHOLSON, DON
WTAD, Quincy, Ill.
NIEHAY, ED
MidDay News
KDAS, Malvern, Ark.
NISBET, NEIL
CKWX, Vancouver, B. C.
NOLAN, JOHN
CJON, St. John, Newf.
NORWOOD, CHARLES
World News Today
WNHC-TV, New Haven, Conn.

— O —

OAKLEY, BILL
It Happened Last Night
WEEK, Peoria, Ill.
O'BRIEN, LEE
Women in News
KIUP, Durango, Colo.
O'BRIEN, LEO
News & You
WRGB, Schenectady, N. Y.
O'BRIEN, LEO W.
WPTR, Albany, N. Y.
O'BRIEN, MICHAEL
Maine Political Scene
WFAU, Augusta, Maine
O'BRIEN, PAT
As It Looks From Here
KIUP, Durango, Colo.
O'BRIEN, THOS.
KHBC, Hilo, Hawaii

O'CONNOR, JACK
Six PM News
WJHP, Jacksonville, Fla.
O'CONNOR, JOHN
Colorado Report
KCRT, Trinidad, Colo.
O'CONNOR, LEN
News on the Spot
WMAQ, Chicago, Ill.
ODSON, BOB
WMOH, Hamilton, O.
OGREN, CHARLES
WHUC, Hudson, N. Y.
O'HALLORAN, HAL
KFH, Wichita, Kan.
OLIVER, WM. M., SR.
WREV, Reidsville, N. C.
O'MEARA, DAN
Six-Thirty News
WIBC, Indianapolis, Ind.
ONCKEN, ED
Nev. News Digest
KENO, Las Vegas, Nev.
ORR, WYNTHROP
Beyond the News
KGU, Honolulu, Hawaii
OVERTON, GEORGE
News Review
KMUS, Muskogee, Okla.
OWENS, RAYMOND KRISE
Today in Syracuse
WFBL, Syracuse, N. Y.

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PALMER, CHUCK
KRNO, San Bernardino, Cal.
PALMER, GEORGE
Front Page News
WKRC-TV, Cincinnati, O.
PARKER, AL
WJJD, Chicago, Ill.
PARKER, BEN L.
Your News Analyst
KBOP, Pleasanton, Tex.
PARKER, LARRY
KXJK, Forrest City, Ark.
PARKER, LAWRENCE
KMA, Shenandoah, Iowa
PARNELL, BOB
KALE, Richland, Wash.
PASHLEY, RALPH
CJVI, Victoria, B. C.
PARSONS, LOUELLA O.
B. Freeport, Illinois; Louella Parsons Show, Radio Network.
PAUL, NORMAN
KSJO, San Jose, Cal.
PAULIN, ED
Local Beat
WJER, Dover, O.
PAULL, ED
WCED, DuBois, Pa.
PAULOS, BOB
Noontime News
KJRL, Pocatello, Idaho
PAYTON, JAMES T.
WDSM, Superior, Wis.
PEARSON, DREW
ABC
PEARSON, LEON
World News Roundup
Critics At Large
NBC
PEDACE, JAMES V.
Around the Town
WICH, Norwich, Conn.
PEELE, HERBERT
Peelings
WGAI, Elizabeth City, N. C.
PELLERIN, JEAN
CHLN, Trois-Rivieres, Que.
PEPPER, FRANK W.
WTNT, Tallahassee, Fla.
PERKINS, DR. DEXTER
WHEC, Rochester, N. Y.
PETERSON, CHARLIE
KLIZ, Brainerd, Minn.
PETERSON, ELMER
Elmer Peterson & The News
PETTI, RALPH
WJAS, Pittsurgh, Pa.
PETTITT, ED
Mutual
PHILLIPS, GEORGE
WAVZ, New Haven, Conn.
PHILLIPS, HAL
KTOK, Oklahoma City, Okla.
PIERCE, JENNINGS
KMED, Commentary
KMED, Medford, Ore.
PIERSON, BILL
WHKK, Akron, O.
PIGGOTT, JOE
News Roundups
WLRP, New Albany, Ind.
PISTON ED
KYNO, Fresno, Cal.
POITRAS, OLIVA
CKBL, Matane, Que.
PORTER, HOMER
Community News
WDLB, Marshfield, Wis.
POULIN, HENRI
CKVL, Verdun, Canada
POWELL, ED
Youngstown News
WWCA, Gary, Ind.
POWELL, CHARLIE
WWCA, Gary, Ind.
POWELL, TOM
WGBI, Scranton, Pa.
PRICE, GRANT
KXEL, Waterloo, Iowa
PRICE, JOHN
Price News
WKAT, Miami Beach, Fla.
PUTNAM, GEORGE
B. Minnesota; George Putnam and the News, KTTV.
PYNE, JOE
WILM, Wilmington, Del.

— R —

RADFORD, JACK
CFJR, Brockville, Ont.
RANDALL, JIM
KFSB, Joplin, Mo.
RANEY, REX
WBIR, Knoxville, Tenn.
RAYMER, GEORGE
WHHH, Warren, O.
READE, JOHN C.
CFRB, Toronto, Ont.
REDMAND, ANN
WIEL, Elizabethtown, Ky.
REEVES, GRADY M.
WBHP, Huntsville, Ala.
REEVES, HAL
KVOS, Bellingham, Wash.
REINHART, TED
WEAM, Arlington, Va.
REITER, FRED
Special Edition
WFLA, Tampa, Fla.
RENICK, RALPH
Renick Reporting
WTVJ, Miami, Fla.
REVELLE, ORVILLE
WFTL, Ft. Lauderdale, Fla.
REX, JOE
WLOK, Lima, O.
REYNOLDS, FRANK
Peak of the News
WBKB, Chicago, Ill.
RHOADES, PAUL
KRNT, Des Moines, Iowa
RICHMOND, FRANCIS
Avisco News Reporter
WMGW, Meadville, Pa.
RIDDEL, CORWIN
KSEL, Lubbock, Texas
RIDENOUR, GEORGE
Ridenour Checks the News
WELM, Elmira, N. Y.
RILEY, D. X.
KILO, Grand Forks, N. D.
RILEY, JOHN E.
WVAM, Altoona, Pa.
RINEMAN, JOHN F.
WLAN, Lancaster, Pa.
RITCHIE, CARL
Second Look
KOCO, Salem, Ore.
ROBBINS, BILL
WSAI, Cincinnati, O.
ROBERTS, PETER
NBC, NBC-TV
ROBINS, GUS
WHAP, Hopewell, Va.
ROBINSON, STAN
Around the Globe
WTNS, Coshocton, O.
ROBINSON, WIP
KFNF, Shenandoah, Iowa
ROGERS, JACK
KBRO, Bremerton, Wash.
ROGERS, MACK
News Room
WKY-TV, Oklahoma City, Okla.
ROPER, ELMO
Political Analyst
NBC
ROSS, STAN
One Man's Viewpoint
CJCA, Edmonton, Alta.
ROSS, THELMA
KORC, Mineral Wells, Texas
ROWLEY, ROBERT
WXEL, Cleveland, O.
ROYEN, JAY
Today in Washington
WNBW, Wasington, D. C.
ROYSTER, N. L.
As I See It
WGBR, Goldsboro, N. C.
RYAN, GEORGE
WPMP, Pascagoula, Miss.
RYAN, JACK
WHUM, Reading, Pa.
RYAN, MICHAEL
News This Morning
WLEA, Hornel, N. Y.
RYAN, P. F.
Inland Newsreel
CBT, Grand Falls, Newf.
RYAN, "RED"
WMGY, Montgomery, Ala.
RUCKER, J. ROSS
This is Monahans
KVKM, Monahans, Tex.
RUMMINGER, ELMER
WMUU, Greenville, S. C.
RUNNION, GUY
News
KFWB, Los Angeles, Cal.
RUNYON, BOB
Runyon Reporting
WOOD-TV, Grand Rapids, Mich.
RUSSELL, DAVE
KFDM, Beaumont, Texas

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SAGUE, SR.
WSRS, Cleveland, Ohio
ST, GEORGE, DORIAN
Nightcap News
WJZ-TV, New York, N. Y.
SALMON, DR. E. T.
CKOC, Hamilton, Ont.

SANCHEZ, ALBERTO
WIPR, San Juan, P. R.
SANDERS, ALBERT
Mercury News
WMAZ, Macon, Ga.
SANDERS, J. L.
Editorials in Review
KGPH, Flagstaff, Ariz.
SANTIAGO, RAFAEL RIVERA
WAPA, San Juan, P. R.
SARTAIN, AUXFORD
Sartain Observations
WTBF, Troy, Ala.
SAVAGE, R. J.
KGBC, Galveston, Texas
SCHEYING, KARL F.
WLAN, Lancaster, Pa.
SCHWAMB, RUSS
Town Crier
KDRS, Paragould, Ark.
SCHWEER, ROLAND
KRIO, McAllen, Texas
SCOFIELD, CARTER
WDBO, Orlando, Fla.
SEEL, CHAS.
WFPG, Atlantic City, N. J.
SEIBELS, GREN
WMSC, Columbia, S. C.
SENNING, JOHN
WBRD, Ft. Lauderdale, Fla.
SEVAREID, ERIC
CBS
SEXTON, JESSE
Noon Edition
KALB, Alexandria, La.
SHADEL, BILL
CBS
SHAW, CHARLES
WCAU, Philadelphia, Pa.
SHAW, TOM
KFDA, Amarillo, Texas
SHELL, TED
WBNS, Cleveland, Ohio
SHELLEY, JACK
WHO, Des Moines, Iowa
SHERMAN, RAY
WLEC, Sandusky, O.
SHERWOOD, DON
WIKY, Evansville, Ind.
SHIELDS, A. T.
WLDY, Ladysmith, Wis.
SHINN, JUNEAU
Report to the Valley
KLIX, Twin Falls, Idaho
SHIREK, JAMES, JR.
KFGO, Fargo, N. D.
SHROYER, LARRY
Shroyer Speaks
WPRC, Lincoln, Ill.
SHUFFETT, CHUCK
WVLK, Lexington, Ky.
SILVER, DOUGLAS
WIRA, Ft. Pierce, Fla.
SIMS, EDW.
This Week in S. C.
WTND, Oranzeburg, S. C.
SINGISER, FRANK
Mutual
SKILLERN, KEN
KSEY, Seymour, Texas
SLACK, BEN L.
KVOA, Tuscon, Arizona
SMITH, ALEX L.
News in Review
CJCS, Stratford, Ont.
SMITH, BECKLEY
WJAS, Pittsburgh, Pa.
SMITH, BILL
Week in Review
WBIW, Bedford, Ind.
SMITH, F. COURTNEY
WEOA, Evansville, Ind.
SMITH, DAVE
KVET, Austin, Texas
SMITH, FRANK
KRES, St. Joseph, Mo.
SMITH, HARRY
WSAM, Saginaw, Mich.
SMITH, HOWARD K.
CBS
SMITH, JIM
WCUE, Akron, O.
SMITH, JIM
Evening Roundup
WTMC, Ocala, Fla.
SMITH, LEON
WFNS, Burlington, N. C.
SMITH, ROLF
WCOW, S. St. Paul, Minn.
SMITH, STAN
WJRD, Tuscaloosa, Alabama
SOKOLSKY, GEORGE
George Sokolsky Program
ABC
SPRAGG, GRAYDON H.
WHAI, Greenfield, Mass.
SPRAGUE, WILLIAM
NBC
STADLER, GLEN
News Analyst
KERG, Eugene, Ore.
STANSELL, C. V.
WDAF, Kansas City, Mo.
STANTON, WELCOME
KICK, Springfield, Mo.
STAPLES, JOHN
KRNO, San Bernardino, Cal.
STEELE, JOHN
Behind the News
KRMG, Tulsa, Okla.
STEELMAN, JOHN
Battle Report
NBC-TV
STEPHENSON, RON
WJAC, Johnstown, Pa.
STERNBERGER, ESTELLE M.
You and the News
WLIB, New York, N. Y.
STEVEN, JOHN
KEVT, Kerryville, Texas
STEVENS, HOWARD
WBOW, Terre Haute, Ind.
STEVENS, LEN
WHAT, Phil., Pa.
STEWART, PHILIP
KFXM, San Bernardo, Cal.
STEWART, WM. G.
Washington Highlights
KFKA, Greeley, Colo.
STICKLE, DAVID V. R.
WMAR-TV, Baltimore, Md.
STRATTON, GEORGE
KWRO, Coquille, Ore.
STUCKENRATH, ROBERT
Stuckenrath & The News
WKVA, Lewistown, Pa.
STURM, DEAN
WNXT, Portsmouth, Ohio
SULLIVAN, PAUL
WIP, Phil., Pa.
SUMPF, RUSS
Late Evening News
WBRY, Waterbury, Conn.
SUNKEL, CARL E.
WPRS, Paris, Ill.

SWAYZE, JOHN CAMERON
B. April 4, 1906, Wichita, Kansas; Camel News Caravan, NBC-TV; Sidelights on the News, NBC.

SWEENEY, RAY
WHLD, Niagara Falls, N. Y.
SWENSON, JACK
WFYR, Bismarck, North Dak.
SWITZER, WM.
WORZ, Orlando, Fla.

— T —

TABER, BOB
Between the Lines
WKLF, Clanton, Ala.
TAINTER, ERIC
KCKN, Kansas City, Kans.
TALBOT, BILL
KOIL, Omaha, Neb.
TALL, MARTIN
WCRB, Waltham, Mass.
TAYLOR, BRYSEN
WVPO, Stroudsburg, Pa.
TAYLOR, DR.
KING-TV, Seattle, Wash.
TAYLOR, GENE
Highlights and Sidelines
KIKI, Honolulu, T. H.
TAYLOR, HENRY J.
Your Land and Mine
ABC
TAYLOR, LEE
WINZ, Miami, Fla.
TAYLOR, VESTAL C.
WFNC, Fayetteville, N. C.
TEASDALE, REYNALD
CJEM, Edmunston, N. B.
TEMBY, BRITT
WKNX, Saginaw, Mich.
TEMPLE, ALVIS H.
Day in Review
WKCT, Bowling Green, Ky.
TERRY, BILL
WJAR, Providence, R. I.
TERRY, JOHN
Ohio Go Round
WVKO, Columbus, O.
TERWEY, TYS
WMPS, Memphis, Tenn.
THEERINGER, GEORGE
News & Views
WRBL, Columbus, Ga.
THOMAS, LOWELL
CBS
THOMAS, LYNN C.
Imperial Valley News
KROP, Brawley, Cal.
THOMAS, LYNN C.
KWRO, Coquille, Ore.
THOMAS, W. J.
WCPA, Clearfield, Pa.
THOMAS, WARREN
WKRC-TV, Cincinnati, O.
THOMPSON, A. J.
WVMI, Biloxi, Miss.
THOMPSON, JIM
WJJL, Niagara Falls, N. Y.
THOMPSON, RAY
KROC, Rochester, Minn.
THOMSEN, CHRISTIE
WBEL, Beloit, Wis.
THORNBURG, OLIVER
News at Noon
WAGA-TV, Atlanta, Ga.
THORNE, TED
Covering Calumet
WWCA, Gary, Ind.

THORGERSEN, ED
March of Time Sport Series; Dumont News and Sports; Studebaker Televiews of the News, WPIX.

THEMAL, HARRY F.
WILM, Wilmington, Del.
TILLER, GUY
Spotlight on Ga.
WQXI, Atlanta, Ga.
TILLMAN, JOHN
Telepix
WPIX, New York, N. Y.
TITCHENER, DOROTHY
WENE, Binghamton-Endicott, N. Y.
TOBIAS, RICHARD
WCLI, Corning, N. Y.

TODD, JACKIE
Evangeline News
KJEF, Jennings, La.
TOLEMAN, E. C.
Behind the News
WZIP, Covington, Ky.
TOMLINSON, GEORGE
WEOK, Poughkeepsie, N. Y.
TRAVIS, G. EDWARD
WGH, Newport News, Va.
TREMBLE, AL
KDDD, Dumas, Texas
TREXLER, LARRY
WING, Dayton, O.
TRIBULET, LESLIE, PROF.
Trend of the Times
WLAD, Danbury, Conn.
TRIPP, BOB
WFAA, Dallas, Texas
TROTTER, JOHN R.
Behind the News
KHBG, Okmulgee, Okla.
TROUT, ROBERT
CBS
TRUE, HAROLD
WWJ, Detroit, Mich.
TRUE, J. SCOTT
True to the Farm
WFTM, Maysville, Ky.
TUCKER, JACK
WTVR, Richmond, Va.
TUMA, CY
Window of World Events
KOTV, Tulsa, Okla.
TURNER, JIM
WSTP, Salisbury, N. C.
TURNER, ULMER
Ulmer Turner & The News
WBKB, Chicago, Ill.
TYLER, NOAH
WWPB, Miami, Fla.
TYLER, WAYNE
WLVA, Lynchburg, Va.

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UTLEY, CLIFTON
NBC

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VACCA, JOHN
Behind the Headlines
KOSA, Odessa, Tex.
VAILE, DAVID
KNX, Los Angeles, Cal.
VAINRIB, STAN
WILD, Birmingham, Ala.
VAN DYKE, RUSS
KRNT, Des Moines, Iowa
VAN HAGEL, PAUL
WEAM, Arlington, Va.
VAN HORN, GEORGE
WIKY, Evansville, Ind.
VAN LYLE
WOR, N. Y.
VIDLER, KEITH
Vidler Views the News
KSYC, Yreka, Cal.
VINALL, JIM
KICA, Clovis, N. M.
VOGEL, PHIL
WGKV, Charleston, W. Va.
VOGELMAN, ROY
WNA, Madison, Wis.

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WADE, TOM
WIMA, Lima, O.
WALLACE, ED
WTAM, WNBK, Cleveland, O.
WALTERS, JACK
WCAU, Phil., Pa.
WALTON, ROBERT
WJBS, DeLand, Fla.
WALSH, FRANK J.
WBCM, Bay City, Mich.
WARMOTH, ED
KNPT, Newport, Ore.
WARNER, ALBERT
Sunoco Three Star Extra
NBC
WARNER, CARL
WJJD, Chicago, Ill.
WARNER, FORD
KXOB, Stockton, Cal.
WARREN, BOB
NBC
WARREN, C. V.
Behind The News
KJFJ, Webster City, Iowa
WASHBURN, SHERMAN
First Edition
KIX, Portland, Ore.
WASS, BOB
WERE, Cleveland, Ohio
WATERHOUSE, PHIL
KERN, Bakersfield, Cal.
WATERS, PHIL
Hometown Reporter
KOOS, Coos Bay, Ore.
WATSON, BROOKS
WMBD, Peoria, Ill.
WATTERSON, BILL
WJEH, Gallipolis, Ohio
WAY, DOUGLAS L.
Long Island Today
WALK, Patchogue, N. Y.
WAYMAN, KEN
KFOR, Lincoln, Neb.
WAYNE, MAURY
KTBS, Shreveport, La.
WEATHERWAX, BEN K.
KBKW, Aberdeen, Wash.
WEBB, BERT
KORC, Mineral Wells, Texas
WEBER, GLENN
World News
WMOC, Covington, Ga.
WEIKLEY, DOUGLAS
Lee's Commentary
WMNE, Menomonie, Wis.
WEISS, DR. ERIC
KGON, Portland, Ore.
WELCH, WALTER
KENI, Anchorage, Alaska
WELLS, FRANK
WSGW, Saginaw, Mich.
WELLS, JIM
KSPI, Stillwater, Okla.
WEST, DICK
Sacramento News Letter
KBOX, Modesto, Cal.
WEST, KELLY
KLYN, Amarillo, Texas
WESTBROOK, TED
WKBV, Richmond, Ind.
WESTERKAMP, DICK
WBEN, Buffalo, N. Y.
WESTON, ED
WCPO-TV, Cincinnati, O.
WHALEN, BILL
WCUE, Akron, Ohio
WHEELER, C. D.
Inside Oregon
KLIQ, Portland, Ore.
WHEELER, DICK
KTBB, Tyler, Texas
WHEELOCK, HOWARD E.
WKNE, Keene, N. H.
WHITE, DON W.
WHOK, Lancaster, O.
WHITE, HYLAND
Looking into News
WLBR, Lebanon, Pa.
WHITE, KEN
Denver Post News
KTLN, Denver, Colo.
WHITEHOUSE, JACK
KYUM, Yuma, Ariz.
WHITTAKER, TOM
WGSM, Huntington, N. Y.
WICK, PETE
The Editor
KIT, Yakima, Wash.
WICKENBERG, CHARLES
WMSC, Columbia, S. C.
WILDER, JAMES M.
WFRP, Savannah, Ga.
WILEY, VIC
Tri-County Comments
WWSC, Glens Falls, N. Y.
WILKERSON, JOE
KVIM, New Iberia, La.
WILLIAMS, BYRON
WAJR, Morgantown, W. Va.
WILLIAMS, DOC
WADC, Akron, Ohio
WILLIAMS, JOHN K.
WFOM, Marietta, Ga.
WILLIAMS, VERN
Report to Southern Wisconsin
WCLO, Janesville, Wis.
WILLSON, JAMES
WEBK, Tampa, Fla.
WILSON, BOB
WADC, Akron, Ohio
WILSON, BOB
REVIEW of the News
NBC-TV
WILSON, CHUCK
KODI, Cody, Wyo.
WILSON, DON
Story Behind the News
CDKA, Victoria, B. C.
WILSON, PHIL
WMBD, Peoria, Ill.
WILSON, LARRY
WNOE, New Orleans, La.
WILSON, RAY
KFMB, San Diego, Cal.
WINCHELL, WALTER
Walter Winchell Program
ABC
WINGATE, JOHN
WNBT, New York
WINN, LORIS
Legion-Air
KBKH, Pullman, Wash.
WINTER, WILLIAM
William Winter and the News
KGO, San Francisco, Cal.
WINTER, WM.
News Aanalysis
KPIX, San Francisco, Cal.
WOOD, ED
WDTV, Pittsburgh, Pa.
WOOD, LEE
KNXT, Ten O'Clock News
KNXT, Hollywood, Cal.
WOODALL, SAM
KXLW, St. Louis, Mo.
WOODSON, STEVE
World at Noon
WFRC, Reidsville, N. C.
WOODWARD, MARTIN
KNPT, Newport, Ore.
WORKHOVEN, MERRILL
WOW, Omaha, Neb.
WORKMAN, W. D., JR.
WIS, Columbia, S. C.

— Y —

YOUNG, JIM
KROW, Oakland, Cal.

— Z —

ZEIGIN, JACK
WING, Dayton, O.
ZINK, JOE
KCRE, Crescent City, Calif.
ZIEBARTH, E.
WCCO, Minneapolis, Minn.
ZIMMERMAN, HARRY
KEYD, Minneapolis, Minn.

BILL CULLEN

Exclusive Management
Martin Goodman

ANNOUNCERS—MC'S

RADIO AND TELEVISION

—their work during 1952

— A —

ABBOTT, WARREN
KWSH, Wewoka, Okla.
ADAMS, BILL
Let's Pretend
CBS
ADAMS, CEDRIC
WCCO, Minneapolis, Minn.
ADAMS FELIX, JR.
WPMP, Pascagoula, Miss.
ADAMS, LEE
KMOX, St. Louis, Mo.
ADAMS, ROBERT
WBSM, New Bedford, Mass.
ADAMS, SUSAN
Kitchen Fare
DuMont
ADELL, RAY
Highways of Melody
WGSM, Huntington, N. Y.
ADEMY, JOHN
WCAO, Baltimore, Md.
ADKINS, GALES
WSAT, Salisbury,
N. Carolina
ADRED, JOEL
Guiding Light, CBS
ALBERGHINI, HAROLD
Down on the Farm, WCOU,
Lewiston, Maine
ALEMAN, JOE
KPRL, Paso Robles, Cal.
ALEXANDER, JACK
Phil & Jack, WDSA,
New Orleans, La.
ALLARD, BOB
KXEL, Waterloo, Iowa
ALLEN, BILL
KWFC, Hot Springs, Ark.
ALLEN, BOB
KLWN, Lawrence, Kansas
ALLEN, C. O.
KODI, Cody, Wyo.
ALLEN, DAVE
WJEJ, Hagerstown, Md.
ALLEN, DON
Klix Kiddie Karnival
KLIX, Twin Falls, Idaho
ALLEN, EARNIE
KYUM, Yuma, Ariz.
ALLEN, JACK
KRMO, Monett, Mo.
ALLEN, OLIVER
WRAP, Norfolk, Va.
ALLEN, PETER
WQXR, New York, N. Y.
ALLEN, RON
WNOP, Newport, Ky.
ALTMAN, LEN
WSAR, Fall River, Mass.
ALTON, GENE
CJLS, Yarmouth, N. S.
ALVES, JOHN
Star Room
KSOX, Harlington, Tex.
AMBROISE, ROY
WBKV, West Bend, Wis.
ANDERSON, ALEX
Coffee Shop
WSKI, Montpelier, Vt.
ANDERSON, ANDY
Rise 'n' Shine
KTFY, Brownfield, Tex.
ANDERSON, BILL
WBAT, Marion, Indiana
ANDERSON, BILL
WDIA, Memphis, Tenn.
ANDERSON, CRAIG
KMPC, Hollywood, Cal.
ANDERSON, DON
KASH, Eugene, Ore.
ANDERSON, DON
Breakfast Frolic
KFH, Wichita, Kan.
ANDERSON, DON
Luncheon Club
WNMP, Evanston, Ill.
ANDERSON, JIM
WMAS, Springfield, Mass.
ANDERSON, JOHN
KSWS, Roswell, N. M.
ANDERSON, RUBY
WGN, Chicago, Ill.
ANDERSON, STAN
Housewives Holiday
KIKI, Honolulu, T. H.
ANDERSON, SUGARFOOT
CKXL, Calgary, Alta.
ANDREWS, DAVID
WHTB, Talladega, Ala.
ANDREWS, PERRY
WFPG, Atlantic City, N. J.
ANGEL, W. F.
KFDX, Wichita Falls, Tex.
ANSBRO, GEORGE
Live Like a Millionaire
ABC
ANSPACH, ELDON
WOW-TV, Omaha, Neb.
ANTHONY, GEORGE
KXL, Portland, Ore.
ANTOINE, TEX
Weather By Wethbee
NBC-TV
ARBOGAST, BOB
Arbogast Show
WMAQ, Chicago, Ill.
ARCHER, DON
Platter Parade
KWHN, Ft. Smith, Ark.
ARCHER, GRAHAM
KGW, Portland, Ore.
ARMSTRONG, STU
Man-on-the-Street
WSIV, Pekin, Ill.
ARMSTRONG, TED
Polka Party
WGAR, Cleveland, O.
ASKEY, BOB
1, 2, 3, 4 Club
KFOR, Lincoln, Neb.
ATKINS, JIMMY
Serial Theatre
DuMont
AUSTIN, BOB
Music for the Missus
KSDO, San Diego, Cal.
AYLWARD, GUY
For Men Only
WFOY, St. Augustine, Fla.
AYRES, JIM
KAYS, Hays, Kansas

— B —

BABBITT, HARRY
Bandstand Revue
KTLA, Los Angeles, Cal.
BACA, ART
Barefoot Boy
KBOR, Brownsville, Tex.
BAEKEY, ED
WASA, Havre de Grace, Md.
BAER, TOM
Face the Music
WNHC, New Haven, Conn.
BAGDASARIAN, A. C.
Experts Table
WNBZ, Saranac Lake, N. Y.
BAHR, GIL
KGOS, Torrington, Wyo.
BAILEY, BILL
KTOK, Oklahoma City, Okla.
BAILEY, CARL
Jack The Early Bird
KBIG, Avalon, Calif.
BAILEY, JACK
Queen
Mutual
BAKER, ART
You Asked For It, ABC-TV; Stars On Stage, KTTV; Dinah Shore Show, Art Baker News, NBC.
BAKER, EDDIE
WAVZ, New Haven, Conn.
BAKER, FRED
WICA, Ashtabula, O.
BAKER, PAUL
Good Morning Sports
WLAD, Danbury, Conn.
BALDWIN, BILL
Edgar Bergen-
McCarthy Show
CBS
BALDWIN, BILL
KSO, Des Moines, Iowa
BALEAEN, GEO.
CKY, Winnipeg
BALLINGER, DON
1340 Club
KROS, Clinton, Iowa
BANDY, BOB
Morning Watch
WSGN, Birmingham, Ala.
BANN, BOB
Shafter Home Hour
KWSO, Wasco, Cal.
BANTON, W. A.
WBLT, Bedford, Va.
BARCLAY, GEORGE
Bob Hawk Show
CBS
BARLOW, JOHN
KSL, Salt Lake City, Utah
BARNETT, RUSS
Russ Joe Show
WTOL, Toledo, O.
BARR, DWIGHT
WLBC, Muncie, Ind.
BARRETT, BILL
WCJU, Columbia, Miss.
BARRETT, BRUCE
KEYL, San Antonio, Tex.
BARRET, DICK
Report to the Valley
KSRV, Ontario, Ore.
BARRICK, ELDON
Breakfast Club
KBOX, Modesto, Cal.
BARRY, BERT
KFBK, Sacramento, Cal.
BARRY, DICK
WKNX, Saginaw, Mich.
BARRY, JACK
Juvenile Jury
NBC, NBC-TV

BARUCH, ANDRE
The Andre Baruch Show
NBC
BATES, KARL
Bates Bedlam
WNBK, Cleveland, O.
BARTON, BEV
WPLH, Huntington, W. Va.
BARTON, JOHN
WHOW, Clinton, Ill.
BARTON, JOHNNY
CKRD, Red Deer, Alta.
BARNHARD, DALLAS
KOL, Seattle, Wash.
BARZE, KEITH E.
Music in the Air
WJHO, Opelika, Ala.
BASELEON, GEO.
WEEK, Peoria, Ill.
BASSETT, JOHN
WNEB, Worcester, Mass.
BAUM, ROBERT
WOKW, Sturgeon Bay, Wis.
BAXTER, DAN
KSCB, Liberal, Kansas
BAY, RICHARD
KMTV, Omaha, Neb.
BEASELEY, BOB
WFKY, Frankfort, Ky.
BEARD, LANCE
Dawn Patrol
WMOH, Hamilton, O.
BEARD, SAM
Time Out
WPTF, Raleigh, N. C.
BEAVER, WIN
WRAG, Carrollton, Ala.
BECKER, BOB
WBKV, West Bend, Wis.

BECKER, HARRY
KIMO, Independence, Mo.
BECKER, LINDSEY
Little Lindsey
KIUP, Durango, Colo.
BECKMAN, SPOOK
Shoot the Works
WLW-C, Columbus, O.
BEDGLEY, BOB
WHO, Des Moines, Iowa
BeDILLION, BILL
Polka Party
WJPA, Washington, Pa.
BELANGER, LOUIS
CKAC, Montreal
BELL, GENE
Hellers Hour
KYOS, Merced, Cal.
BELL, GEORGE (GABBY)
WILD, Birmingham, Ala.
BELL, GLENN
The Glenn Bell Show
KIMR, Lamar, Colo.
BELL, WAYNE
WFTM, Maysville, Ky.
BELLO, TONY
WJPF, Herrin, Ill.
BELOTE, WILLARD
Farmers Call to Breakfast
WGAF, Valdosta, Ga.
BENAC, HENRY
WENY, Elmira, N. Y.
BENDER, TOM
Tops of the Morning
WSAV, Savannah, Ga.
BENGSTON, CHARLES
WATR, Waterbury, Conn.
BENKELMAN, ROBERT F.
WBCM, Bay City, Mich.

BENNETT, MYRON J.
KOIL, Omaha, Neb.
BENNINGTON, BILL
KJBC, Midland, Tex.
BENSON, RED
Let's Go Bowling
DuMont
BENTON, SAM
WILD, Birmingham, Ala.
BENTZ, BUD
WPAZ, Pottstown, Pa.
BERCH, JACK
Jack Berch Show
ABC
BERG, KARA
KWBB, Wichita, Kansas
BERGESON, CHUCK
WJBK-TV, Detroit, Mich.
BERNAM, MEL
WHAT, Phila., Pa.
BERNARD, LEO
Record Matinee
KSUN, Bisbee, Ariz.
BERNIER, GUS
WMUR, Manchester, N. H.
BERRY, BOB
WOTW, Nashua, N. H.
BERRY, JACK
Anything Goes
WMIE, Miami, Fla.
BERTLEMANN, DICK
Stars in the After
WNAB, Bridgeport, Conn.
BEUTEL, FRANK
WDGY, Minneapolis, Minn.
BIEDRZYCKI, TOM
Tom's Tunes
KRJF, Miles City, Mont.
BILL, CHUCK
WBKB, Chicago, Ill.

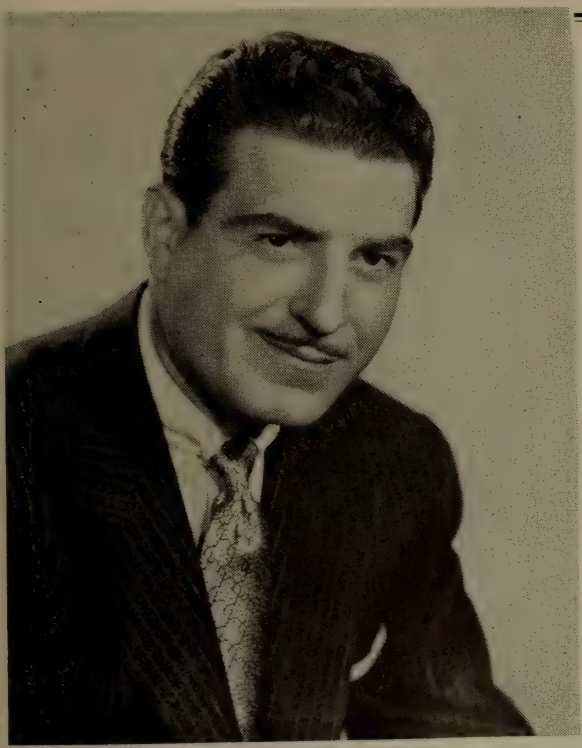
HERB

SHELDON

BILLINGSLEY, W. P.
WADE, Wadesboro, N. C.
BINFORD, BILL
KORKY Goes A'Wandering
KORK, Las Vegas, Nev.
BIRD, AL
WJAC, Johnston, Pa.
BISH, DON
KGEM, Boise, Idaho
BLACK, JOE
WHK, Cleveland, O.
BLAIR, DON
Town Crier
WNBZ, Saranac Lake, N. Y.
BLAIR, FRANK
Today in Washington
WNBW, Washington, D. C.
BLAKE, ALIX
Star Dreams
WABY, Albany, N. Y.
BLAKE, BRUCE
WHKK, Akron, O.
BLAKE, MILTON
KLX, Oakland, Cal.
BLAKELY, CLINT
WAPI, Birmingham, Ala.
BLAND, SAM
Carolina Coffee Time
WCEC, Rocky Mount, N. C.
BLASE, ARNO (BOB)
Kiddie Karnival
WFAA-TV, Dallas, Tex.
BLECKLEY, W. J.
WLCS, Baton Rouge, La.
BLESSING, SAM
KMAN, Manhattan, Kansas
BLOOM, LYNN
The Old Farmhand
WKVA, Lewistown, Pa.

BLOWER, CHARLES
Let's Play Records
KTKT, Tucson, Ariz.
BOATMAN, J. ROBERT
WFCB, Dunkirk, N. Y.
BOELTER, IRWIN
KMUR, Murray, Utah
BOGDEN, HILARY
WJAS, Pittsburgh, Pa.
BOLTON, LES
KARK
Little Rock, Ark.
BOLTON, JOE
WPIX, New York
BONDARIN, AV.
This Is It
KFOR, Lincoln, Neb.
BOONE, MARV
Tops of the Week
WMMN, Fairmont, W. Va.
BOSLEY, LYLE
WXKW, Albany, N. Y.
BOREN, BILL
KGFF, Shawnee, Okla.
BOSMAN, JOHN
WINS, New York, N. Y.
BOSTON, DON
WCDL, Carbondale, Pa.
BOWDEN, DON
Katy Korral
KATY, San Luis Obispo, Cal.
BOWEN, CHARLEY
WELO, Tupelo, Miss.
BOWLES, AL
KYAK, Yakima, Wash.
BOWICK, BILL
WALB, Albany, Ga.

BOWMAN, GUY
WJBK-TV, Detroit, Mich.
BOWEN, GENE
WMOA, Marietta, Ohio
BOWLES, FRAN
WOAP, Owosso, Mich.
BOUDREAUS, BROPHIS
WTIX, New Orleans, La.
BOYD, DALLAS
WJLS, Beckley, W. Va.
BOYLE, MAC
CKOV, Kelowna, B. C.
BOYSEN, JIM
WTCN, Minneapolis, Minn.
BRADFORD, JOHN
WINS, New York, N. Y.
BRADFORD, JERRY
KGCX, Sidney, Mont.
BRADFORD, JOHN
WINS, New York, N. Y.
BRADLEY, DICK
WQXR, New York, N. Y.
BRADLEY, BILL
WGY, Schenectady, N. Y.
BRADY, DICK
WPTW, Piqua, O.
BRADSHAW, BILL
WCKY, Cincinnati, O.
BRAGG, NELSON
WCOP, Boston, Mas..
BRANCH, MARION
At Your Command
KVAN, Vancouver, Wash.
BRANDT, MEL
News
NBC
BRANT, BILL
For You, Mom
WDTV, Pittsburgh, Pa.



JACK STERLING

"The Jack Sterling Show"

WCBS

"The Big Top"

CBS-TV

BRASSFIELD, JIM
KCRV, Caruthersville, Mo.
BRAY, ED
Sunrise Serenade
WKTG, Thomasville, Ga.
BRELAND, ED
WAML, Laurel, Miss.
BRENNAN, DAN
Dixie Jamboree
WVOK, Birmingham, Ala.
BRENNER, SID
TV Screen Test
WNHC-TV, New Haven, Conn.
BREWER, DICK
WSNJ, Bridgeton, N. J.
BRIDGES, DAN
KGFF, Shawnee, Okla.
BRIGGS, FRED
KFMB-TV, San Diego, Cal.
BRIGGS, JACK
KFMB-TV, San Diego, Cal.
BRISENDONE, ROBERT H.
WERD, Atlanta, Ga.
BRITTON, BILL
WNDB, Daytona Beach, Fla.
BRODERICK, JOHN J.
Manhattan Review
WREB, Holyoke, Mass.
BROKAW, JIM
CYO Caravan
WCOP, Boston, Mass.
BROKENSHIRE, NORMAN
Theatre Guild On The Air
NBC
BROOK, PHIL
WDBO, Orlando, Fla.
BROOKS, DEEN
WKWK, Wheeling, W. Va.
BROOKS, TOM
Ashland Serenade
WSAZ-TV, Charleston, W. Va.
BROPHY, JOHN
KALL, Salt Lake City, Utah
BROTMAN, CHARLES
Charlie's Music Shop
WJBS, DeLand, Fla.
BROWN, ART
Home Edition
WDTV, Pittsburgh, Pa.
BROWN, ART
Art Brown Show
WWDC, Washington, D. C.
BROWN, DON
Rhythm Ranch
KUBA, Yuba City, Cal.
BROWN, GALE
WROK, Rockford, Ill.
BROWN, HARRY
CJON, St. John's, Newfoundland
BROWN, HARVEY
WSBB, New Syrna Beach, Fla.
BROWN, HERBERT W.
KCVR, Lodi, Cal.
BROWN, JIM
VOGM, St. John's, Newf.
BROWN, NELSON
WNLC, New London, Conn.
BROWN, PAUL E. X.
WERD, Atlanta, Ga.
BROWN, PERRY
"Sunday Showtime"
WTAC, Cambridge, Mass.
BROWN, SAM
Music Hall
WARL, Arlington, Va.
BROWN, TED
The Paul Winchell-Jerry Mahoney Show
NBC-TV
BROWN, WAYNE
WBLI, Blackfoot, Idaho
BRUGGER, BOB
Town Talks
WBUX, Doylestown, Pa.
BRUNER, ROBERT B.
KXEO, Mexico, Mo.
BRUTON, GEORGE
KLVT, Levelland, Tex.
BRYANT, GEORGE
Party Line
WSAI, Cincinnati, O.
BRYANT, JIM
WJVB, Jacksonville, Fla.
BRYER, BOB
Feature Theatre
DuMont
BUBP, BOB
WPTW, Piqua, O.
BUCHANAN, GEORGE
Pony Express Requests
KJSO, San Jose, Cal.
BUCHTER, FRANK
Bulletin Board
KYJC, Medford, Ore.
BUCK, JACK
WBNS-TV, Columbus, O.
BUCK, LOUIS
Home Folks
CBS
BUCKINGHAM, BOYD
WATS, Sayre, Pa.
BUCKLEY, BILL
Your School
KTMS, Santa Barbara, Cal.

CBS — STAFF ANNOUNCER for "FBI IN PEACE AND WAR"

"THERE'S MUSIC IN THE AIR"

"THE PEOPLE ACT" for FORD FOUNDATION

OLIN TICE

PL 1-2345

COMMERCIAL VOICE for "WESTINGHOUSE" on REPUBLICAN and DEMOCRATIC CONVENTIONS

BUCKNER, NORMAN
KDLR, Devils Lake, N. D.
BUDD, MILTON
Morning Call
WMBD, Peoria, Ill.
BULLER, DICK
WKMH, Dearborn-Detroit, Mich.
BUTLER, FRANKLIN
WRFC, Athens, Ga.
BURCHELL, MAURICE
CBW, Winnipeg
BURCHETT, LANIER
Borderline Boys
WAIN, Columbus, Ky.
BURGESS, DAN
WMSA, Massena, N. Y.
BURGESS, DICK
WBSM, New Bedford, Mass.
BURKHEAD, WILLIE
KTTR, Rolla, Mo.
BURNETT, JIM
WFMJ, Youngstown, O.
BURNETE, DALLAS
WHAP, Hopewell, Va.
BURNHAM, ART
WKHM, Jackson, Mich.
BURNS, DICK
Trenton Symphony Hour
WTTM, Trenton, N. J.
BURNS, STAN
WINS, New York, N. Y.
BURWELL, TED
Wake Up & Smile
WCKB, Dunn, N. C.
BUSBIN, THOMAS
WBHP, Huntsville, Ala.
BUTHERUS, ED
KGW, Portland, Ore.

BUTLER, CLIFF
WLOU, Louisville, Ky.
BUTLER, DON
Butler Pantry
WGBS, Miami, Fla.
BUTLER, ROGER
KBUN, Bemidji, Minn.
BYRAM, GEO.
KFBC, Cheyenne, Wyo.

— C —

CABRALES, ALECIA
Latin American
KDIA, Auburn, Cal.
CAHILL, JACK
KLX, Oakland, Cal.
CAIN, BOB
KVEN, Ventura, Cal.
CALDWELL, LARRY
WPIC, Sharon, Pa.
CALDWELL, MERLE
KOLS, Pryor, Okla.
CALHOUN, JOHN
WFLO, Farmville, Va.
CALLAHAN, CHAS.
Lucky Seven
WESB, Bradford, Pa.
CAMPBELL, BOB
WVMI, Biloxi, Miss.
CAMPBELL, DeWITT
WING, Dayton, O.
CAMPBELL, EARL
CJOY, Guelph, Ont.
CAMPBELL GEORGE
WHLD, Niagara Falls, N. Y.
CAMPBELL, REX
KSL, Salt Lake City, Utah
CAMPOFREDA, NICK
Tee Vee Jamboree
WAAM, Baltimore, Md.

CAPLE, JOHNNY
KVNI, Coeur D'Alene, Idaho
CARDONA, HECTOR PEREZ
WCMN, Arecibo, P. R.
CAREY, STANLEY
Song Evangelist
WGAC, Augusta, Ga.
CARINO, BILL
Bill's Coffee Club
WKBI, St. Mary's, Pa.
CARLETON, LAD
WDAR, Lake City, Fla.
CARLISLE, PAUL
WAML, Laurel, Miss.
CARPENTER, KEN
Lux Radio Theatre
CBS
CARR, EDNA
KGFX, Pierre, S. Dak.
CARR, WESS
KLYN, Amarillo, Texas
CARRON, CHUCK
WLVA, Lynchburg, Va.
CARSON, JOHN
Carson s Cellar
KNXT, Hollywood, Cal.
CARTER, CAL
KAMD, Camden, Ark.
CARTER, TONY
WAUD, Auburn, Ala.
CARVER, RON
WFMJ, Youngstown, O.
CARVIN, EDDIE
WMSA, Massena, N. Y.
CASE, KEN
Kitchen Klub
WDAF-TV, Kansas City, Mo.
CASE, Lee
WITH, Baltimore, Md.

ANNOUNCER "BIG STORY"

NARRATOR "CAVALCADE OF AMERICA"

"11th HOUR THEATRE" WNBT

HOST ON "HOLLYWOOD PLAYHOUSE" WNBT

"BROADWAY TO HOLLYWOOD" DUMONT NETWORK

CY HARRICE

CASE, NELSON
B. Feb. 3, 1910; Long Beach, Calif.; Lowell Thomas, CBS; Pulitzer Prize Playhouse, ABC-TV; Robt. Montgomery Presents, NBC-TV; Amahl and the Night Visitors, NBC-TV; Jackie Gleason show, CBS-TV; Road of Life, CBS.

CATUDAL, JACQUES
CKAC, Montreal

CAVANAGH, LLOYD
CKCL, Truro, N. S.

CERNA, JOSE
KLVL, Pasadena, Texas

CHAMBERS, BOB
WEBK, Tampa, Fla.

CHAMBERS, STAN
Frosty Frolics
KTLA, Los Angeles, Cal.

CHANDLER, ED
Bob Hawk Show
CBS

CHANDLER, ROBIN
Quick on the Draw
DuMont

CHANEY, BILL
Let's Get Acquainted
KEEN, San Jose, Cal.

CHANNEL, WM. V.
KHBC, Hilo, Hawaii

CHAPMAN, DAVE
KALB, Alexandria, La.

CHAPP, TONY
This Is Kansas City
WDAF-TV, Kansas City, Mo.

CHARLES MASSIE
WINA, Charlottesville, Va.

CHASE, BILL
Music for America
KXLE, Ellensburg, Wash.

CHASE, GENE
WIL, St. Louis, Mo.

CHASE, LYNN
Personality Time
WFAU, Augusta, Maine

CHASE, WARD
WBAY, Green Bay, Wis.

CHASUK, DAVID
KTIM, San Rafael, Cal.

CHOMEL, FRANCIS
WCNB, Connersville, Ind.

CHRISLER, TONY
WOKO, Albany, N. Y.

CHRISTENSEN, DON
Reville Revels
WHBL, Sheboygan, Wis.

CHRISTENSON, ELMER L.
WSHB, Stillwater, Minn.

CHRISTIAN, HARRY
WGN-TV, Chicago, Ill.

CHRISTISON, LOWELL
Western Hits
KVER, Albuquerque, N. M.

CHRYSLER, AL
CKOY, Ottawa, Ont.

CITRO, VINCE
WAZL, Hazleton, Pa.

CITTY, JIM
Trading Post
KTBS, Shreveport, La.

CLAIRE, MAL
The Mal Claire Show
KTUC, Tucson, Ariz.

CLARK, GEORGE
KCOW, Alliance, Neb.

CLARK, JAMES L.
WBLJ, Dalton, Ga.

CLAWSON, JAMES G.
Three Alarm Quiz
KRXK, Rexburg, Idaho

CLAWSON, LEW
Musical Clock
WWVA, Wheeling, W. Va.

CLAYTON, BOB
Boston Ballroom
WHDH, Boston, Mass.

CLAYTON, JOHN
Man on the Street
WRFW, Eau Claire, Wis.

CLEARY, BILL
WDGY, Minneapolis, Minn.

CLEARY, ED
WELO, Tupelo, Miss.

CLEAVER, MARSHALL S.
Polka Dots
WKAP, Allentown, Pa.

CLIFTON, JACK
Sunshine Club
WCUE, Akron, O.

CLINE, KEN
WJBK, Detroit, Mich.

CLUTE, JOHN
Farmer John
WEAV, Plattsburg, N. Y.

COBB, JACK
Cobb's Corner
WTVJ, Miami, Fla.

COFFEE, DICK
WOW-TV, Omaha, Neb.

COLE, FRED B.
Carnival of Music
WHDH, Boston, Mass.

COLE, GRADE
WBT, Charlotte, N. C.

COLE, PHIL
WKAI, Macomb, Ill.

COLEMAN, CHAS.
WGKV, Charleston, W. Va.

COLLINS, AL
CJVI, Victoria, B. C.

KEVIN KENNEDY

NEWS AT — 7:00-7:15 P.M.
MON. THRU SAT.

WPIX

TV COMMENTATOR

N. Y. KEFAUVER HEARING
IT HAPPENED THIS WEEK
MATINEE NEWSREEL
IN THE COURSE OF HUMAN EVENTS
SPORTS PAGE

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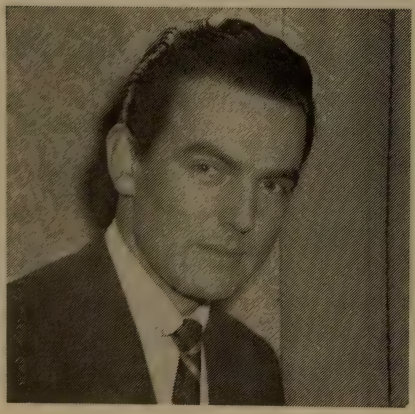
RADIO
SPORTS HEADLINES
PRINCETON FOOTBALL



TV SALESMAN

MOBILGAS
NASH-KELVINATOR
PIEL'S BEER
EMBASSY CIGARETTES
B. F. GOODRICH
TORINO
NOMA
ADAM HATS
PAUL WHITEMAN SHOW COAST TO COAST
CURTISS-WRIGHT AERONAUTICS
RICE-CHEX
BEECHNUT GUM

MUrray Hill 2-1234

COLLINS, DON
Holiday for Ladies
WCBT, Roanoke Rapids, N. C.
COLLINS, ROBERT
KEXO, Grand Junct., Colo.
COLLYER, CLAYTON BUD
Break the Bank, NBC
COMEAU, DENNY
CJLS, Yarmouth, N. S.
COMER, FRANK
Club 800
WLAD, Danbury, Conn.
COMO, HUNTER
KDAL, Duluth, Minn.
CONE, ROBERT
KDSJ, Deadwood, S. Dak.
CONFER, BILL
WJAC-TV, Johnstown, Pa.
CONIFF, FRANK
The Week in Review
DuMont
COON, FLOYD
Rhythm Roundup
KASH, Eugene, Ore.
CONNELLY, BILL
WPAM, Pottsville, Pa.
CONNOR, RALPH
CKOY, Ottawa, Ont.
CONRAD, RUSS
KEX, Portland, Ore.
CONWAY, HARLAN
KGGF, Coffeyville, Kansas
COOGAN, MIKE
KOL, Seattle, Wash.
COOK, RICHARD
WMDM, Midland, Mich.
COOPER, AL
Of Words & Music
WFMY-TV, Greensboro, N. C.
COOPER, BOB
WPBC, Minneapolis, Minn.
COOPER, RALPH
Spotlight on Harlem
WJZ-TV, New York, N. Y.
CORCORAN, BILL
Kings Camera
KING-TV, Seattle, Wash.
CORCORAN, BILL
Meet Your Neighbor
KLFY, Lafayette, La.
CORNELL, BOB
KFAC, Los Angeles, Cal.
CORNELL, CAMERON
Evening News
DuMont
COURTNEY, DEL
Del Courtney Show
KPIX, San Francisco, Cal.
COVERT, DALE
Dimes to Donuts
KHBG, Okmulgee, Okla.
COWAN, STEVE
Birthday Club
KCTX, Childress, Tex.
COX, RICKEY
KIXL, Dallas, Texas
COX, VIC
KRMO, Monett, Mo.
COYLE, JERRY
WRGB, Schenectady, N. Y.
CRAIG, BILL
Blue Ridge Jamboree
WATA, Boone, N. C.
CRANE, BOB
The Bob Crane Show
WICC-TV, Bridgeport, Conn.
CRAVEN, HAROLD
WHPE, High Point, N. C.
CRAWFORD, GENE
WGBF, Evansville, Ind.
CRAWLEY, MARSHAL
WREV, Reidsville, N. C.
CREEL, MARTIN
WTVB, Coldwater, Mich.
CREW, NOBLE
Sierra Sidewinder
KOLO, Reno, Nev.
CRISTIL, JACK
WROX, Clarksdale, Miss.
CROFT, DON
Housewives Matinee
KFPW, Fort Smith, Ark.
CROMWELL, REX
KALB, Alexandria, La.
CROOKS, BILL
WFMJ, Youngstown, O.
CROSS, MILTON
Piano Playhouse, Metropolitan Opera, Metropolitan Opera Auditions of the Air
ABC
CROTTY, ELRIE
KRES, St. Joseph, Mo.
CROWLEY, RICHARD
WJIM, Lansing, Mich.
CRUICKSHANK, BUD
CKNX, Ontario
CRUM, BARTLEY C.
Inside Israel
DuMont
CRUTCHLEY, BILL
WNDB, Daytona Beach, Fla.
CUDABAC, BILL
Music til Midnite
WMIE, Miami, Fla.

Thanks to two great guys —

DAVE GARROWAY and JACKIE GLEASON

Jack Lescoulie

CULLEN, BILL
Bill Cullen Show, CBS-TV
Give and Take, CBS
CUNNINGHAM, OWEN
KGU, Honolulu, Hawaii
CURRIE, EBEN
Red's Rodeo
WABM, Houlton, Maine
CURRY, H. L.
Record Roundup
KFPW, Fort Smith, Ark.
CURTIS, HUGH
CJVI, Victoria, B. C.
CURTIS, RAE
County Party Line
KJFJ, Webster City, Iowa
CURTIS, RONALD
Coffee with Curtis
WFBL, Syracuse, N. Y.

— D —

DAHLSTROM, EARL
You're the Doctor
KRJF, Miles City, Mont.
DAIL, AMBERT
WGH, Newport News, Va.
DAILEY, TOM
KWK, St. Louis, Mo.
DIAZ, JOSE RAMON
WAPA, San Juan, P. R.
DALE, BILL
WTAO, Cambridge, Mass.
DALE, JIM
WIND, Chicago, Ill.
DALY, JOHN
What's My Line
NBC
DALY, RANNY
Date with Daly
WPFB, Middletown, O.
DAME, JOHN ALBERT
WACB, Kittanning, Pa.
DANIELS, BOB
Off the Record
WFHR, Wisconsin Rapids, Wis.
DARDANO, NICHOLAS
WGAT, Utica, N. Y.
DARLAND, BILL
KELD, El Dorado, Ark.
DAVENPORT, WM. E.
WWPB, Miami, Fla.
DAVIS, BOB
WOL, Washington, D. C.
DAVIS, CLYDE
KNOR, Norman, Okla.
DAVIS, DAVE
Music till Midnight
KRMG, Tulsa, Okla.
DAVIS, DON
Open House
KFRC, San Francisco, Cal.
DAVIS, EDDIE
KFAB, Omaha, Neb.
DAVIS, EDWARD
WFPG, Atlantic City, N. J.
DAVIS, GEOFF
B. July 26, 1918, Edmonton, Alta., Can.; Yankee Baseball
DAVIS, GEORGE
Friendly Manor
WRBL, Columbus, Ga.
DAVIS, HERB
WOL, Washington, D. C.
DAVIS, JACK
WJLS, Beckley, W. Va.
DAVIS, JEFF
WSFT, Thomaston, Ga.
DAVIS, JOHNNY SCAT
Coffee & Cakes
WXYZ-TV, Detroit, Mich.
DAVIS, MARY HELEN
WHBB, Selma, Ala.
DAVIDSON, WILF
Recipe for Happiness
CHNO, Sudbury, Ont.
DAWES, BILL
Bill Dawes Show
WCPO-TV, Cincinnati, O.
DAWSON, BILL
WGKV, Charleston, W. Va.
DAWSON, JACK
Daily Derby
CFRB, Toronto, Ont.
DAY, GENE
Matinee in Rhythm
WCOA, Pensacola, Fla.
DEANE, JERRY
KXEL, Waterloo, Iowa
DEANE, JOE
WHEC, Rochester, N. Y.
DECKER, BEN
B. D.'s Almanac
WIRK, West Palm Beach, Fla.
DEEGAN, JOHN
WHUM, Reading, Pa.
DeHAVEN, BOB
Breakfast with Bob
WCCO, Minneapolis, Minn.
DeKINDER, BEN
KWCO, Chicakasha, Okla.
DELFINO, FRANK
WSTC, Stamford, Conn.
DELINE, JIM
Jim Deline Gang
WSYR-TV, Syracuse, N. Y.

BEST WISHES TO THE RADIO DAILY STAFF

FROM THE WINS DAILY RADIO STAFF

JOHN BOSMAN
JOHN BRADFORD
STAN BURNS
LEW FISHER
JACK LACY
JACK LIGHTCAP
BRAD PHILLIPS
ART SCANLON
PAUL SHERMAN
CHARLIE STARK

W-I-N-S

1010 ON YOUR DIAL

NEW YORK, N. Y.

DeMARSE, BILL
WRNY, Rochester, N. Y.
DENNEY, LLOYD
KXJK, Forrest City, Ark.
DENTON, CLYDE
Mail Box Roundup
WSFC, Somerset, Ky.
DENVER, DEE D
KFEQ, St. Joseph, Mo.
DEUEL, LES
WOKO, Albany, N. Y.
DEUEL, WM.
Poem Peddler
WLYC, Williamsport, Pa.
DeVICTOR, MARTY
WBNS, Cleveland, Ohio
DeYOUNG, JOHN
Talkin' Time
WGL, Fort Wayne, Ind.
DIBBLE, WALTER
WSTC, Stamford, Conn.
DICKEY, GENE
WSPD, Toledo, O.
DICKEY, JAMES
WSLS, Roanoke, Va.
DICKSON, JOHNNY
Bandstand of Stars
KBON, Omaha, Neb.
DILLWORTH, DONALD
Kids and Company
Dumont
DILSON, BERT
WJW, Cleveland, Ohio
Di MICHALE, JIM
WBIS, Bristol, Conn.
DINSMORE, ED
Sunday Party
WBEN-TV, Buffalo, N. Y.
DiSALVO, HUGO
WIOU, Kokomo, Ind.

DIXON, BOB
Perry Mason
CBS
DIXON, JOHN
WFOR, Hattiesburg, Miss.
DIXON, PAUL
The Paul Dixon Show
DuMont
DOBSON, BILL
CHUB, Nanaimo, B. C.
DOERING, CHAS.
1070 Supper Club
CHOK, Sarnia, Ont.
DOHERTY, SID
WJLS, Beckley, W. Va.
DOLL, BOB
What's My Number
WCSI, Columbus, Ind.
DONAHOO, DEL
WHO, Des Moines, Iowa
DONALDSON, CHRIS
Guest of Honor
WOI-TV, Ames, Iowa
DONALDSON, DAN
Ma Perkins
CBS
DONALDSON, FRANK
Donaldson on Disc
WNOE, New Orleans, La.
DONNELLA, BILL
Music for Everyone
WTIP, Charleston, W. Va.
DORAN, JIM
KSCO, Santa Cruz, Cal.
DOREMUS, WARREN
WHEC, Rochester, N. Y.
DORNAN, KEN
KGCX, Sidney, Mont.
DOROUGH, H. L.
WVOP, Vidalia, Ga.

DORR, RUSELL
WGAN, Portland, Maine
DOUBLEDAY, DEACON
The Deacon Speakin
WSYR, Syracuse, N. Y.
DOUGLAS, LEE
Swap Shop
WIRC, Hickory, N. C.
DOUGLAS, MERL
KMA, Shenandoah, Iowa
DOUGLAS, SCOTT
B. New York City; The Late Show, CBS-TV; Young Dr. Malone, CBS; Hallmark Playhouse, Stars Over Hollywood, CBS; Black Hood, The Batman, MBS
DOWNS, HUGH
Coffee And
WNBQ, Chicago, Ill.
DOYLE, EDWIN
Morning Special
WDNE, Elkins, W. Va.
DREPPERD, BOB
Variety Stand
WTAR-TV, Norfolk, Ca.
DRESDEN, CHUCK
KPRL, Paso Robles, Cal.
DRISKILL, JOHNNY MACK
WHTB, Talladega, Ala.
DROUBAY, PAUL
KEEP, Twin Falls, Idaho
DRUMMOND, JIM
College Days
KFKA, Greeley, Colo.
DUBOIS, ROLAND
Ragtime
KJRL, Pocatello, Idaho
DUDLEY, DICK
Rockabye Dudley
NBC

JACK GREGSON

DUFOUR, YVON
CKCH, Hull, Que.
DUFRESNE, LOUIS
CHLN, Trois Rivieres, Que.
DUFRESNE, PIERRE
CKCH, Hull, Que.
DUNAWAY, CHARLES
Dunaway Discery
KTLW, Texas City, Tex.
DUNLAP, WALLIE
Wallie Dunlap Show
WICC-TV, Bridgeport, Conn.
DUNN, EDDIE
Eddie Dunn Show
WJZ, New York, N. Y.
DUNNICLIFF, JOHN
KTRF, Thief River Falls, Minn.
DUPREY, RICHARD
WMUR, Manchester, N. H.
DURMA, ED
PM Capers
WSCR, Scranton, Pa.
DURRANT, DOLLY
Bozo & His Pals
KWRN, Reno, Nev.

— E —

EAGLES, HARRICON
WMAR-TV, Baltimore, Md.
EAST, BILL
Music You Want
WLEA, Hornell, N. Y.
EAST, HENRY
Breakfast Club
WLAG, LaGrange, Ga.
EATON, ROBERT
WJPF, Herrin, Ill.
EBELING, WADE
KBUH, Brigham City, Utah

ECKERT, JOHN
WDAN, Danville, Ill.
EDELL, BOB
WROK, Rockford, Ill.
EDEN, FRED
WGAY, Silver Spring, Md.
EDWARDS, EARL
WELR, Roanoke, Ala.
EDWARDS, GENE
WATS, Sayre, Pa.
EDWARDS, GLENN
KYUM, Yuma, Ariz.
EDWARDS, GEORGE
WQXR, New York, N. Y.
EDWARDS, JOHN
WIP, Phil., Pa.
EDWARDS, LARRY
Morning Watch
KVER, Albuquerque, N. M.
EDWARDS, TOM
WERE, Cleveland, Ohio
EDWARDS, TOMMY
Merchants Parade
WAYX, Waycross, Ga.
EDWARDSEN, BILL
Breakfast with Bill
WNAB, Bridgeport, Conn
EGGERT, GEORGE
WFBG, Altoona, Pa.
EGGLESTON, BILL
Platter Party
WSWN, Belle Glade, Fla.
EIGEN, JACK
Chez Show
WMAQ, Chicago, Ill.
ELAMON, JIM
KELD, El Dorado, Ark.
ELLETT, DUANE
WHO, Des Moines, Iowa

ELLIOTT, BILL
Bill's Bandstand
WNOE, New Orleans, La.
ELLIOTT, BRUCE
Twenty Questions
DuMont
ELIOTT, CHUCK
Atomic Boogie
WMGY, Montgomery, Ala.
ELLIOT, FRANK
Frank s Half Hour
WKLV, Blackstone, Va.
ELLIS, BLAKE
WPOR, Portland, Maine
ELLIS, BOB
KGW, Portland, Ore.
ELLIS, BRUCE
Bruce on the Loose
KVNU, Logan, Utah
EMERICK, BOB
U. S. A. 11:59
DuMont
EMERSON, FAYE
Author Meets the Critics
DuMont
EMERY, RALPH
WLAV, Grand Rapids, Mich.
ERICKSON, BOB
WDAN, Danville, Ill.
ERICKSON, LEO
KVAN, Vancouver, Wash.
ERICKSON, ROGER
WSHB, Stillwater, Minn.
ERICSON, MICHAEL
WJLB, Detroit, Mich.
ERLICH, MIKE
Matinee
WWNH, Rochester, N. H.

BILL SILBERT
SHOW

WABD
11:30 P.M. to 12 Midnight
Monday Thru Friday

"SILBERT AT SIX"
WMGM
Monday Thru Saturday
6 to 7 P.M.

"LET'S GO BOWLING"
WABD
2:30 to 3:30 P.M. Saturday

EVANS, AL
KGNG-TV, Amarillo, Tex.
EVANS, ALAN
WHOK, Lancaster, O.
EVANS, BOB
KWBW, Hutchinson, Kans.
EVANS, E. B.
WWST, Wooster, Ohio
EVANS, MARK
WTOP, Washington, D. C.
EVANS, ROBLEY
WHK, Cleveland, O.
EVANS, STEVE
Valley Poll
KYOS, Merced, Cal.
EVERHARD, RAY
KALI, Pasadena, Cal.

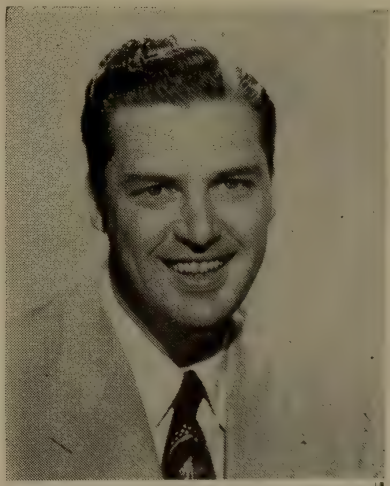
— F —

FABELO, RUBEN
Spanish Programs
WALT, Tampa, Fla.
FACEMEYER, ROY
WSNJ, Bridgeton, N. J.
FAGAN, JIM
Platter Parade
WBTA, Batavia, N. Y.
FAIR, CHARLIE
CFCF, Montreal
FARMER, JON
TV Ranch
WAGA-TV, Atlanta, Ga.
FARREL, PETE
WCHA, Chambersburg, Pa.
FARRINGTON, FIELDEN
Romance of Helen Trent
CBS
FARRINGTON, GLEN
WTAX, Springfield, Ill.
FARRON, ED
Night Shift
WKLO, Louisville, Ky.
FAUCHER, RALPH
Platter Party
WTAQ, LaGrange, Ill.
FAULCONER, FANC
WLAP, Lexington, Ky.
FAULK, A. L.
Cape Fear Capers
WCKB, Dunn, N. C.
FEAREY, JACK
Johnny Bargain Show
KVOS, Bellingham, Wash.
FELLMER, FRANK
WMTR, Morristown, N. J.
FELSHER, ARNOLD
Valley Special
WBVP, Beaver Falls, Pa.
FELTON, HAPPY
American Way
CBS
FENNEMAN, GEORGE
You Bet Your Life
NBC TV
FENNIE, ROBERT R.
WJPD, Ishpeming, Mich.
FIELDS, BILL
WSOK, Nashville, Tenn.
FILKINDS, LARRY
KSCB, Liberal, Kansas
FILESI, FRANK
WNAE, Warren, Pa.
FINDLAY, JIM
CFRN, Edmonton, Alta.
FINN, TOM
WSPD, Toledo, O.
FISCHLER, JOE
WHCU, Ithaca, N. Y.
FISHER, BOB
KGST, Fresno, Cal.
FISHER, EARL
WVJS, Owensboro, Ky.
FISCHER, EUGENE
Toast & Coffee Club
WLRP, New Albany, Ind.
FISHER, JACK
Fun With Fisher
KBIS, Bakersfield, Calif.

FISHER, LEW
WINS, New York, N. Y.
FITCH, JERRY
KGLN, Glenwood Springs, Colo.
FITTS, SLIM
Boogie Hour
WKLF, Clanton, Ala.
FITZGERALD, ED
Before the Bar
WOOD-TV, Grand Rapids, Mich.
FITZGERALD, JAMES
WPDX, Clarksburg, W. Va.
FITZGERALD, JOHN
WXEL, Cleveland, O.
FITZGIBBONS, JACK
WAKR, Akron, O.

FITZMAURICE, MICHAEL
B. April 28, 1908; Chicago, Ill. Sammy Kaye Show, CBS-TV; Whispering Streets, ABC; Live Like a Millionaire, NBC, CBS-TV; Flying Tigers, DuMont; Right to Happiness, NBC; Arthur Murray Party, DuMont; Telenews Sportsreel.

BUD COLLYER



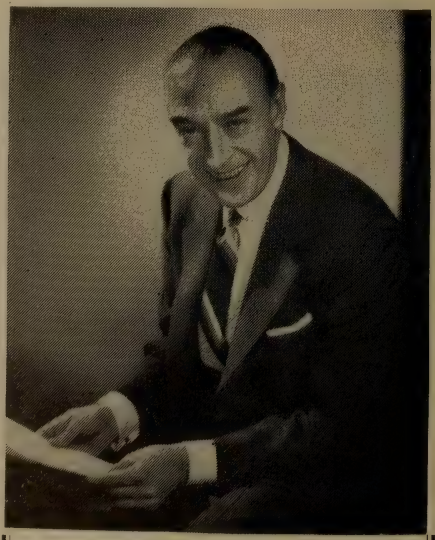
WALTER HERLIHY

FITZPATRICK, JAMES H.
WLYC, Williamsport, Pa.
FLAGLER, PHIL
What's New
CJBQ, Belleville, Ont.
FLEMING, ED
Our Gal Sunday
CBS
FLETCHER, TOM
WHK, Cleveland, O.
FLINN, PAUL
WJAC, Johnstown, Pa.
FLINT, WALTER
The Walter Flint Show
WGPC, Albany, Ga.
FLORENCE, DAVID
KIXL, Dallas, Texas
FLUERY, JACK
KBKW, Aberdeen, Wash.
FLYNN, CHAS.
Your Music Hour
WCAX, Burlington, Vt.
FLYNN, HOWARD
KMPC, Hollywood, Cal.
FLYNN, JOHN
WICY, Malone, N. Y.
FOLAND, MYLES
Myles Foland Show
WIRL, Peoria, Ill.
FORD, DOUG
Afternoon Serenade
WHIS, Bluefield, W. Va.
FORD, MILTON Q.
Ford Show
Prize Party
WWDC, Washington, D. C.
FORLAND, KURT
Kurt's Kapers
KRJF, Miles City, Mont.
FORSYTHE, GRANT
CKLB, Oshawa, Ont.
FORTIN, LOUIS
Soiree A Quebec
CBV, Quebec
FOSSLEMAN, GENE
WDAN, Danville, Ill.
FOSTER, BOB
WSRS, Cleveland, Ohio
FOSTER, DON
KFKA, Greeley, Colo.
FOSTER, JOHN
WBAX, Wilkes-Barre, Pa.
FOSTER, LEVERNE
WELR, Roanoke, Ala.
FOX, GARY
At Your Command
KROX, Crookston, Minn.
FOX, LARRY
WIKY, Evansville, Ind.
FOX, ROGER P.
KFAL, Fulton, Mo.
FRANK, JOE
The Rhythm Spinner
KTKT, Tucson, Ariz.
FRANK, PAUL
WHKC, Columbus, Ohio
FRANKLIN, JOE
WDUN, Gainesville, Ga.
FRASER, JOHN G.
ABC
FREDERICKS, PAT
Let's Talk It Over
WMAY, Springfield, Ill.
FREEAULT, LEE
Your L.I. Philosopher
WALK, Patchogue, N. Y.
FREED, ALAN
Mid-day Movie
WXEL, Cleveland, O.
FREEMAN, FRANK
WHBF, Rock Island, Ill.
FREEMAN, TOM
KCOW, Alliance, Neb.
FRENCH, DICK
WILS, Lansing, Mich.
FRENCH, GLENN
WDKD, Kingstree, S. C.
FRIBLEY, JOE
Classical Hour
KTBS, Shreveport, La.
FRIZZELL, HUGH
KBTM, Jonesboro, Ark.
FRON, DAVE
WILS, Lansing, Mich.
FRYER, HAROLD B., JR.
Star of Lisbon
WLIO, E. Liverpool, O.
FULLER, CHUCK
Charleston Alley
WORZ, Orlando, Fla.
FULLER, CLAUDE
Canyon Caravan
KAMQ, Amarillo, Tex.
FULTON, BILL
CJCH, Halifax, N. S.

— G —

GADD, CARL
KTOK, Oklahoma City, Okla
GADOURY, PAUL
CHFA, Edmonton, Alta.
GADWA, TOM
KGAR, Garden City, Kans.
GAGNON, NORMAND
CHRL, Roberval, Que.
GAILEY, GEORGE
Gailey-Go-Round
WESA, Charleroi, Pa.

NELSON CASE



FRANK GALLOP

GAINES, ED
KBKI, Alice, Texas
GAINES, PHIL
WDBO, Orlando, Fla.
GAINES, WALT
WIEL, Elizabethtown, Ky.
GALE, JACK
WSRS, Cleveland, Ohio
GALE, VIRGINIA
WGN, Chicago, Ill.
GALLAGHER, ROGER
Gallagher & O'Brien Show
WMCA, New York, N. Y.

GALLOP, FRANK
Lights Out, NBC-TV

GALLOS, JOHN
WCCO-TV, Minneapolis, Minn.
GAMBLE, WM.
KFBK, Sacramento, Cal.
GAMBLING, JOHN
Mutual
GARDINER, DON
Monday Morning Headlines
ABC
GARDNER, CLIFF
Wake Up Winnipeg
CJOB, Winnipeg, Man.
GARDNER, JACK
WBIP, Booneville, Miss.
GARNER, JIM
KAFY, Bakersfield, Calif.
GARDNER, JIM
Tello Test
WJTN, Jamestown, N. Y.
GARRETT, JOE
Joe's Junction
KAMQ, Amarillo, Tex.
GASCON, JOSE
Mananetas
KDIA, Auburn, Ga.
GASKINS, MORRIS
Kentucky Farmer
WSFC, Somerset, Ky.
GASTON, LYLE
KSWO, Lawton, Okla.
GATES, ART
Sunbeam Party
WYVE, Wytheville, Va.
GAUGHAN, PATRICK J.
WMOD, Moundsville, W. Va.
GAY, CONNIE B.
Town & Country Time
WARL, Arlington, Va.
GEARY, BOB
WRAC, Racine, Wis.
GEER, SANDY
WALT, Tampa, Fla.
GEHLERT, WILLIAM
WTUX, Wilmington, Dela.
GEMAR, WM.
KFNF, Shenandoah, Iowa
GENTRY, BILL
Relay Quiz
WCHV, Charlottesville, Va.

GEORDAN, NORMAN
B. August 15, 1927, New York, N. Y.; The Norm and Irene Show, Junior Jury, Chime Time, The World at Mid-Day, Teen Tattle, The Classical Hour, WTHI, Terre Haute, Indiana

GEORGE, CAL
Casino
CKWX, Vancouver, B C.
GEORGE, PHILIP
KGON, Portland, Ore.
GERARD, JIM
WLW-D, Dayton, O.
GERON, NORM
WIZE, Springfield, O.
GETMAN, DAVID
WGR, Buffalo, N. Y.
GIBSON, ALEC
Alec Gibson Show
WTVJ, Miami, Fla.
GIFFORD, DICK
KFDA, Amarillo, Texas
GILBERT, AL
WIBA, Madison, Wis.
GILBERT, JAY
Pensacola After Hours
WEAR, Pensacola, Fla.
GILL, PAUL
Trading Post
WCSH, Portland, Maine
GILLUM, BOB
KWNO, Winona, Minn.
GILMORE, ART
Dr. Christian
CBS
GIRAND, JOE
Joe Girand Show
WTHT, Hartford, Conn.
GIROUX, LEE
Ladies' Day with Lee
KPIX, San Francisco, Cal.
GLEASON, BOB
KBRO, Bremerton, Wash.
GLENN, TONY
KSTL, St. Louis, Mo.
GLYNN, WILLIAM
WCNX, Middletown, Conn.
GODDARD, DICK
WFKY, Frankfort, Ky.
GODWIN, CARROLL
WDKD, Kingstree, S. C.

JOHNNY OLSEN
RUMPUS ROOM (TV)
KIDS & CO. (TV)
HOMEMAKER'S JAMBOREE (TV)
BREAK THE BANK (AM)
MOVIE QUIZ (AM)
NORA DRAKE (AM)

ART BAKER
currently emceeing
"YOU ASKED FOR IT"
plus starring in
"STARS ON STAGE"
KTTV — Hollywood
plus doing the
"DINAH SHORE SHOW"
Television and Radio
plus the
"ART BAKER NEWS"
NBC — Network

GOLDBERG, BARNEY
Sahara Caravan
KRAM, Las Vegas, Nev.
GOLDEN, JERRY
WLIP, Kenosha, Wis.
GOODMAN, SAM
Yawn Patrol
WCOM, Parkersburg, W. Va.
GORDON, BILL
Bill Gordon Show
WEAT, Lake Worth, Fla.
GORDON, BILL
WQXR, New York, N. Y.
GORDON, DOROTHY
N. Y. Times Youth Forum
DuMont
GORDON, FRED
WHBF-TV, Rock Island, Ill.
GORDON, JOHN
CKLW, Detroit, Mich.
GOSS, FRANK
Hallmark Playhouse
CBS
GOWEN, ORIS
Smile with Lyle
WAIN, Columbia, Ky.
GRADY, CHAS.
WIMA, Lima O.
GRAMER, BILL
Top o' the Morning
WGBA, Columbus, Ga.
GRAMS, JOHN
1330 Club
WHBL, Sheboygan, Wis.
GRANT, BOB
KRNR, Roseburg, Oreg.
GRANT, BRUCE
Record Shop
WGRD, Grand Rapids, Mich.
GRATTON, BILL
KDSH, Boise, Idaho
GRAUER, BEN
It's A Problem, Seeing Is Believing, Royal Showcase, NBC-TV
GRAVES, HAL
WENE, Binghamton-Endicott, N. Y.
GRAY, GENE
KCVR, Lod, Cal.
KCVR, Lodi, Cal.
GRAZZAN, JOE
WCPA, Clearfield, Pa.
GREGSON, JACK
Live Like a Millionaire, ABC
GREER, RUSS
Parade of Stars
KONA, Honolulu, Hawai
GRIFFIN, PETE
CKLB, Oshawa, Ont.
GRIFFITH, LESTER L.
Les Griffith and the News
ABC
GRIFFITHS, WM.
Cornflakes with Griffiths
WKRT, Cortland, N. Y.
GRISWOLD, JACK
Big Broadcast
WCSS, Amsterdam, N. Y.
GROBE, ALBERT
WQXR, New York, N. Y.
GROSSMAN, BOB
WIL, St. Louis, Mo.
GROUT, HAROLD
Trading Post
WDEV, Waterbury, Vt.
GRAY, BARRY
Barry Gray Show
DuMont
GUILBEAU, NED
KVIM, New Iberia, La.
GUILFOYLE, BUDDY
Home Folks Hour
CHOK, Sarna, Ont.
GUNN, GEORGE
ABC
GUTHRIE, HERB
WRAG, Carrollton, Ala.
GUTHRIE, KEN
KXJK, Forrest City, Ark.
GUTHRIE, WINK
KPDQ, Portland, Ore.
GWYN, JACK
Movie Quick Quiz
KRLD-TV, Dallas, Texas

— H —

HAACKE, LAUREN
Heckle & Jeckle Show
KDIX, Dickinson, N. D.
HADLEY, DOUG & JUNE
The Hadleys
WANE, Ft. Wayne, Ind.
HADLEY, ED
WCLO, Janesville, Wis.
HAGGART, BUD
WFDF, Flint, Mich.
HAGSTROM, CHARLES
Easy Listening
WJOC, Jamestown, N. Y.
HAINS, FRANK
WVIM, Vicksburg, Miss.
HALE, PHIL
KWNB-TV, New Brtain, Conn.

BEN GRAUER
NBC
Radio TV

Geoff Davis
ANNOUNCER
DISK JOCKEY
SPORTSCASTER
NEW YORK YANKEES

HALEY, TOM
Ohio Today
WNBK, Cleveland, O.
HALL, EDWARD R.
KELD, El Dorado, Ark.
HALL, FRED
Surprise Party
KDB, Santa Barbara, Cal.
HALL, HOWARD
WOW, Omaha, Neb.
HALL, JOHN
1490 Club
WESB, Bradford, Pa.
HALL, RADCLIFFE
Today
NBC TV
HALLWOOD, RICHARD
WSAM, Saginaw, Mich.
HAMILTON, BRUCE
Record Shop
KXLL, Mssoula, Mont.
HAMILTON, BUDDY
KTOW, Oklahoma City, Okla.
HAMILTON, JOE
Alarm Clock Club
WLBJ, Bowling Green, Ky.
HANCOCK, HUNTER
Harlematinee
KFVD, Los Angeles, Cal.
HANKINS, JIM
Tea Dance Party
WPAD, Paducah, Ky.
HANNA, ERLE W.
WJAM, Marion, Ala.
HAPGOOD, ARTHUR
Magic Rhythms
KVEC, San Luis Obispo, Cal.

HARBAUGH, EARL
WEAM, Arlington, Va.
HARDIN, CHUCK
Highways of Melody
KOME, Tulsa, Okla.
HARDING, TED
Ted Harding Show
WCAV, Norfolk, Va.
HARMON, FRANK
WRFC, Athens, Ga.
HARRICE, CY
B. March 1, 1915, Chicago, Ill.; Big Story, NBC; Cavalcade of America, NBC; Broadway to Hollywood, DuMont, 11th Hour Theatre, WNBT
HARRIS, BILL
Mr. X & Mrs. X
WIEL, Elibabethtown, Ky.
HARRIS, BOB
KFRE, Fresno, Calif.
HARRIS, HERB
WQXI, Atlanta, Ga.
HARRIS, JACK
Havana Trio
KGCU, Mandan, N. D.
HARRIS, LLOYD
Hayloft Jamboree
WMAZ, Macon, Ga.
HARRISON, MEL
WDNC, Durham, N. C.
HARPEL, BILL
KNXT, Hollywood, Cal.
HARPER, JIMMY
WFRX, West Frankfort, Ill.
HARRY, RAY
Relay Quiz
WRAY, Princeton, Ind.

HARSHAW, DICK
WISE, Asheville, N. C.
HART, DALE
Morning Matinee
WBAP-TV, Fort Worth, Texas
HART, JAMES
Italian Hour
KLAS, Las Vegas, Nev.
HARTMAN, DICK
1230 Club
KRIZ, Phoenix, Ariz.
HARTMAN, TOOTS
KFEQ, St. Joseph, Mo.
HARVEY, BILL
Western Sunrise
KVSM, San Mateo, Cal.
HARVEY, HANK
Sleepy Beacon Show
KVMA, Magnolia, Ark.
HARVEY, JACK
Club 18
WCAM, Camden, N. J.
HARVEY, JIM
KWTC, Barstow, Calif.
HARVEY, JOHN
ABC Home Digest
KGO, San Francisco, Cal.
HARVEY, LLOYD
Teen Topics
WIRL, Peoria, Ill.
HARVEY, ROY
Roy Harvey Show
WGL, Fort Wayne, Ind.
HASTINGS, JACK
WPBC, Minneapolis, Minn.
HATHAWAY, LEN
WENE, Binghamton-Endicott, N. Y.

MORT LAWRENCE
Host: "Big Payoff"—NBC-TV
Announcer: "Dog Show of Champions"—ABC-TV
Announcer: "Take A Number"—MBS
LExington 2-1100

HAL TUNIS
MC — Announcer
Narrator

HATTON, RICHARD
WJW, Cleveland, Ohio
HAUGBEE, JOHN
WIPC, Lake Wales, Fla.
HAVENS, WADE
Musical Clock
KLMR, Lamar, Colo.
HAVIG, DEAN
Campus Radio Theatre
KMO, Tacoma, Wash.
HAWKINS, LEM
Lem Hawkins Show
KFGO, Fargo, N. D.
HAWLEY, SHERWOOD
WCHA, Chambersburg, Pa.
HAWTHORNE, BEN
Breakfast with Ben
WTHT, Hartford, Conn.
HAYES, GARY
Platter Playhouse
KYMA, Yuma, Ariz.
HAYES, GEORGE
ABC
HAYNES, JOHNNY
WMLS, Sylacauga, Ala.
HAYES, STAN
WENY, Elmira, N. Y.
HEAD, BYRON
KOIL, Omaha, Neb.
HEARTS, HARRY
Kiddieland
WJOL, Florence, Ala.
HEBENSTREIT, CARL
KGMB, Honolulu, Hawaii
HEDRICK, LEE
WSAI, Cincinnati, O.
HEINZ, BILL
Around Our Town
KMUS, Muskogee, Okla.

HELEN, MISS
Best on Wax
WKLF, Clanton, Ala.
HENDERSON, DOUG
WHAT, Phil., Pa.
HENDERSON, MAX
WTCN, Minneapolis, Minn.
HENDRICKS, STAN
WIPC, Lake Wales, Fla.
HENDRICKS, WES
WSFT, Thomaston, Ga.
HENRI, CHARLES
WHAT, Phil., Pa.
HENRY, BILL
News by Air
WDAK, Columbus, Ga.
HENRY, CLETE
KWNO, Winona, Minn.
HENRY, JOHN
KVOO, Tulsa, Okla.
HENSEN, JERRY
KRES, St. Joseph, Mo.
HENSKE, ERIC
KLVT, Levelland, Tex.
HERLIHY, ED J.
B. August 14, 1912, Boston, Mass.; Children's Hour, WNBT; Goodyear Theatre, WNBT; Kraft Theatre, NBC-TV; Herlihy and the News at Noon; Universal Newsreel, WNBC
HERLIHY, WALTER
ABC
HERMAN, LYLE
KWAD, Wadena, Minn.
HERRMANN, R. G.
KFAL, Fulton, Mo.

HESTERMAN, BILL
Late Date with Bill
KLO, Ogden, Utah
HEULE, BILL
WSFT, Thomaston, Ga.
HEXLEP, JOHN
WJEL, Springfield, O.
HICKMAN, HENRY
"Club 1300"
WFBR, Baltimore, Md.
HICKOK, BILL
Homemakers Matinee
WGAI, Elizabeth City, N. C.
HICKS, GEORGE
WHBF, Rock Island, Ill.
HICKS, GEORGE
Theatre Guild On The Air
NBC
HICKS, JOHN
ABC
HIGGINS, JOHN
KLYN, Amarillo, Texas
HILL, BILL
WTJH, East Point, Ga.
HILL, BOBBY
Good Morning Neighbor
WGBR, Goldsboro, N. C.
HILL, HOLLIS
KYCA, Prescott, Ariz.
HILL, JOE
WMGR, Bainbridge, Ga.
HILLIARD, JOHN
Battle of Music
WCOA, Pensacola, Fla.
HITES, WARREN
Symphonic Hour
WGAC, Augusta, Ga.
HOBBS, RICHARD
WJLB, Detroit, Mich.

SCOTT DOUGLAS
ANNOUNCER-ACTOR-M.C.
TELEVISION
Host-M.C. "The Late Show" - - - CBS
"Fireside Theatre" - - - - - - - NBC
"Dinah Shore Show" - - - - - - NBC
RADIO
"Hallmark Playhouse" - - - - - Leads
"Stars Over Hollywood" - - - - Leads

REX MARSHALL

HODGKINSON, BRIAN
WHK, Cleveland, O.
HODKIN, DICK
WPAC, Patchogue, N. Y.
HOHN, BILL
WNAC-TV, Boston, Mass.
HOGUE, LLOYD
Starduster
KXOA, Sacramento, Cal.
HOLIDAY, JOHNNY
Concho Room Remote
KOY, Phoenix, Ariz.
HOLLANDSWORTH, DENNY
Hilbilly Jamboree
WWNR, Beckley, W. Va.
HOLMES, JOHN
VOGM, St. John's, Newf.
HOLMES, ROBERT D.
KAST, Astoria, Ore.
HOLMES, TED
WBRK, Pittsfield, Mass.
HOLT, ARTHUR
KSWS, Roswell, N .M.
HOLT, DAN
WTCO, Campbellsville, Ky.
HOLT, DICK
KCNO, Alturas, Cal.
HOLT, FRED
WCKY, Cincinnati, O.
HOLTZ, THOMSON
Helpful Holtz
KFAB, Omaha, Neb.
HOMEL, LOUIS
Radio Shoppers Guide
WBLK, Clarksburg, W. Va.
HOOVER, CHARLES
Candlelight Concert
WDOK, Cleveland, O.
HOUGH, BOB
KVNI, Coeur D'Alene, Ida.

HOULIHAN, BILL
WEEK, Peoria, Ill.
HOURIGAN, HAP
WILS, Lansing, Mich.
HOVLAND, HENRY
WHO, Des Moines, Iowa
HOWARD, BILL
WJPG, Green Bay, Wis.
HOWARD, DON
Don Howard Show
KSDO, San Diego, Cal.
HOWARD, ERNEST
KARK, Little Rock, Ark.
HOWARD, JIM
Spinner Sanctum
KXOA, Sacramento, Cal.
HOWE, LLOYD
Meet the Artist
WCSS, Amsterdam, N .Y.
HOWELL, WAYNE
House of Music
Stars Review The Hits
NBC
HUGG, ARLIE
WSAV Party Line
WSAV, Savannah, Ga.
HUGHES, ELLA
KIMO, Independence, Mo.
HULBERT, MAURICE JR.
WITH, Baltimore, Md.
HULICK, BUDD
WTNT, Tallahassee, Fla.
HULICK, HELEN
WTNT, Tallahassee, Fla.
HUNTLEY, CURLEY
Curley's Corncrib
WKLF, Clanton, Ala.
HURST, OVERTON
KDAS, Malvern, Ark.

HUSTED, DON
Don's Record Shop
KIUP, Durango, Colo.
HUFFMAN, RUSS
KFAM, St. Cloud, Minn.
HUGHES, ED
WCDL, Carbondale, Pa.
HUGHES, PAUL
KTAR, Phoenix, Arizona
HULGAN, TOM
WFPA, Fort Payne, Ala.
HUND, BOB
Ladies Date
DuMont
HUNTER, CLARENCE
CKBW, Bridgewater, N. S.
HUTCHINS, ED
KCRG, Cedar Rapids, Iowa
HUTTON, BOB
Bob's Inn
CKWX, Vancouver, B. C.
HRUBY, CHUCK
WLEC, Sandusky, O
HYLE, BOB
Boy Meets Girl
WKVA, Lewistown, Pa.

— I —

INGEBRITZEN, LEN
La Mina Room Remote
KOY, Phoenix, Ariz.
IRVING, DICK
KCHI, Chillicothe, Mo.
ISH, VICTOR
KFBK, Sacramento, Cal.

— J —

JACKSON, JAY
Twenty Questions
Mutual

TODD RUSSELL
"Wheel of Fortune"—CBS-TV
"Rootie Kazootie"—ABC-TV
Personal Management: George Gruskin
William Morris Agency

PHIL TONKEN
ACTOR - ANNOUNCER - M.C.
MUTUAL NEWSREEL
ROD & GUN CLUB
"NEMO" WEATHER REPORTER
GREATEST FIGHTS OF THE CENTURY
PLANET MAN
RADIO ON THE RECORD
HISTORY IN THE MAKING
RADIO TV

JACOBS, JOHN
Jo Stafford Show
CBS
JAMES, DENNIS
Old Gold Original Amateur Hour
NBC TV
JAMES, DON
Ole Black Joe
WORZ, Orlando, Fla.
JAMES, HUGH
Second Mrs. Burton
CBS
JAMES, KEN
WOW, Omaha, Neb.
JAMES, RALPH
Ralph's Records
KSOX, Harlington, Tex.
JAMISON, RUSS
Friendship Circle
KMED, Medford, Ore.
JEFFREYS, ALLAN
WTOP, Washington, D. C.
JENKINS, ALUN
WHK, Cleveland, O.
JENKINS, BILL
The Bill Jenkins Show
WONS, Hartford, Conn.
JENKINS, BOB
Take 60
KGY, Olympia, Wash.
JENKINS, WAYNE
Breakfast with Blondie
WBOW, Terre Haute, Ind.
JENSEN, BOB
KGMB, Honolulu, Hawaii
JENSEN, ERV
KCOW, Alliance, Neb.
JENSEN, LEIF
WDRC, Hartford, Conn.
JENSEN, PAUL
Chow Call
KOIN, Lincoln, Neb.
JENSEN, RAN
WOC-TV, Davenport, Iowa
JESSEE, RANDALL
Community Forum
WDAF-TV, Kansas City, Mo.
JOHN, AMOS
KAFY, Bakersfield, Calif.
JOHNSON, ART
WATR, Waterbury, Conn.
JOHNSON, BILL
WPIK, Alexandria, Va.
JOHNSON, BILL
KSUM, Fairmont, Minn.
JOHNSON, KARL
Heckle & Jeckle Show
KDIX, Dickinson, N. D.
JOHNSON, RON
WBEX, Chillicothe, Ohio
JOHNSON, WALLY
KFEQ, St. Joseph, Mo.
JONES, CHARLES L.
WSTR, Sturgis, Mich.
JONES, DAN
What's Your Job
KTAT, Frederick, Okla.
JONES, DON
Sunny Side Up
WLEA, Hornell, N. Y.
JONES, MAL
WFOR, Hattiesburg, Miss.
JONES, PAUL
WSAI, Cincinnati, O.
JONES, REX
KOME, Tulsa, Okla.
JONES, VERN
Tops in Pops
WARE, Ware, Mass.
JOHNSTON, BRYCE
Easy Rhythms
KOOS, Coos Bay, Ore.
JORDAN, MURRAY
WLIB, New York, N. Y.
JORGENSEN, FRED
Monday with Freddie
KGO-TV, San Francisco, Cal.
JOSEPH, EDDY
WHLD, Niagara Falls, N. Y.
JUDGES, COLIN
CJNT, Quebec
JULIAN, JOSEPH
WHLD, Niagara Falls, N.Y.

— K —

KANE, BOB
Stuff & Things
WRCO, Richland Center, Wis.
KARMEN, JACK
Crackpot College
WCOU, Lewiston, Maine
KARMER, JAMES W.
Siesta Serenade
WDNE, Elkins, W. Va.
KARRENBAR, BILL
Top of the Morning
WHBC, Canton, O.
KARSEN, ANDY
Matinee Revue
WKLV, Sparta, Wis.
KAY, WALT
TNT
WDOK, Cleveland, O.
KAYE, DICK
WCRB, Waltham, Mass.
KEANE JERRY
Variety Time
WMOC, Covington, Ga.
KEARNEY, DES
CKY, Winnipeg
KEARNEY, GERRY
1370 Streamliner
WFEA, Manchester, N. H.
KEECH, KELVIN
ABC
KEELER, DAN
KSL-TV, Salt Lake City,
KEITH, BOB
WLOF, Orlando, Fla.
KEITH, ROLAND
Mrs. goes to Super Market
WLIO, E. Liverpool, O.
KELLEMS, VIVIAN
The Power of Women
DuMont
KELLER, ROBT.
Man on the Street
WLBR, Lebanon, Pa.
KELLY, JOE
Quiz Kids
NBC-TV
KELLY, WARREN M.
Warren Michael Kelly Show
WXYZ, Detroit, Mich.
KELPE, HENRY
KOIL, Omaha, Neb.
KENDALL, DON
Parade of Stars
WEBQ, Harrisburg, Ill.

KENNEDY, KEVIN
Famous Fights from Madison Square Garden, DuMont

KENNEDY, MICHAEL
KTOW, Oklahoma City, Okla.
KENNEDY, TERRY
WBCK, Battle Creek, Mich.
KENNEDY, WARREN
WTIZ, New Orleans, La.
KENNEY, STU
Wake Up Ontario
CKEY, Toronto, Ont.
KENT, FRANK
WPEN, Phil., Pa.
KETCHAM, JIM
WHUM, Reading, Pa.
KETCHERSID, LESTER
WDBL, Springfield, Tenn.
KEYS, WILL
WHAP, Hopewell, Va.
KEYSER, WARREN
WILM, Wilmington, Dela.
KIBBE, TOM
WHWB, Rutland, Vt.
KIBBY, GORDON
Hub Show
WFUR, Grand Rapids, Mich.
KIDNEY, DICK
Radio
WBPZ, Lock Haven, Pa.
KIERNAN, WALTER
Who Said That
NBC-TV
KIHN, ED
KHAS, Hastings, Neb.
KIKER, W. A.
WADE, Wadesboro, N. C.
KILLEBREW, DICK
WELR, Roanoke, Ala.
KIMBLE, EMERSON
WSPD, Toledo, O.
KING, BOB
WRAP, Norfolk, Va.

KING, CARL
B. Dec. 30, 1921, St. Louis, Mo.; King's Crossroads, Nationally Syndicated Films; Capt. Video, DuMont

KING, FRANK E., JR.
KCIL, Houma, La.
KING, JAMES
WSBB, New Smyrna Beach, Fla.
KING, JOE
Mr. and Mrs. North
Vaughn Monroe Show
CBS
KING, JOHNNY
Cinderella Weekend
WJ-TV, Detroit, Mich.
KING, JOHN REED
Ford Festival Time
NBC-TV
KINGSTON, WALTER
KFAC, L. A., Cal.
KINSINGER, JOHN
KGAR, Garden City, Kans.
KIRBY, DURWARD
Hilltop House
CBS
KIRBY, GEORGE
Melody Manor
KDRS, Paragould, Ark.
KIRBY, LEE
Stag Session
WBTV, Charlotte, N. C.
KITCHEN, CORKY
WKLV, Blackstone, Va.
KITTELL, CLYDE
News
NBC
KLOSS, BOB
WHLL, Wheeling, W. Va.
KNIGHT, FRANK
Rise 'n' Shine
WARE, Ware, Mass.
KNIGHT, FRED
Auto Show
WIBG, Philadelphia, Pa.
KNIGHT, KEN
Hit Parade
WINN, Louisville, Ky.
KOBAK, ED
Morning Matinee
WTWA, Thomson, Ga.
KOLE, GORDON
WAUX, Waukesha, Wisc.
KOPLOW, GEORGE
WHBF, Rock Island, Ill.

KORMANN, HAL
Band of the Week
WWRL, New York, N. Y.
KOSAK, JOE
WVLN, Olney, Ill.
KOVACE, ERNIE
Kovacs Unlimited
WCBS-TV, New York
KRAEHLING, BUD
WCCO-TV, Minneapolis, Minn.
KRAHLING, BOB
Easy Listening
WHBC, Canton, O.
KREMER, VERN
Concert Hour
KAYL, Storm Lake, Iowa
KRIEGER, ED
WSOO, Sault Ste. Marie, Mich.
KROLL, JAY
Housewives Only
WELS, Kinston, N. C.
KULZ, BOB
WNDB, Daytona Beach, Fla.
KURTZ, SPYKER
WRAK, Williamsport, Pa.
KUZNITSOF, WILLIAM
Kentuckiana
WLBJ, Bowling Green, Ky.

— L —

LACEY, BRAD
WKXL, Concord, N. H.
LACY, JACK
WINS, New York, N. Y.
LAKE KATIE
Two at 2
KFJI Klamath Falls, Ore.
LAMB, ART
WTTG, Washington, D. C.
TV Disc Jockey
LAMB, DONALD
WPDX, Clarksburg, W. Va.
LAMBERT, KEN
WLDS, Jacksonville, Ill.
LAMOND, DON
KERO, Bakersfield, Calif.
LAN, TED
Open House
KXGI, Fort Madison, Iowa
LAND, ZACK
WMAS, Springfield, Mass.
LANDELL, AUSTIN
WAAB, Worcester, Mass.
LANDRY, JIM
WJBW, New Orleans, La.
LANG, FRED
WNAC-TV, Boston, Mass.
LANSFORD, CHUCK
WDSR, Lake City, Fla.
LANGFORD, TOM
WTND, Orangeburg, S. C.
LaMERE, ROY
Your Boy Roy
WFHR, Wisconsin Rapids, Wis.
LARKE, STAN
CFOR, Orilla, Ont.
LAUB, DARYL
WTCN, Minneapolis, Minn.
LAURENCE, JOCK
WPWA, Chester, Pa.
LAWRENCE, CARL
KOJM, Havre, Mont.
LAWRENCE, DICK
Problem Corner
KXGI, Fort Madison, Iowa
LAWRENCE, FRANK
1320 Club
KWHN, Ft. Smith, Ark.
LAWRENCE, JOHNNY
WOKO, Albany, N. Y.
LAWRENCE, KEN
WSPD, Toledo, O.

LAWRENCE, MORT
Big Payoff, NBC-TV; Dog Show of Champions, ABC-TV; Take a Number, MBS.
LAWSON, RALPH
Concert Hall
WZIP, Covington, Ky.
LEAHY, ED
Campus Favorites
WHMP, Northampton, Mass.
LeBLANC, DON
KTRH, Houston, Texas
LEE, DOUG
CKX, Brandon, Manitoba
LEE, MRS. JOHN G.
The Power of Women
DuMont
LEEDS, LYLE
KOJM, Havre, Mont.
LeFEBRE, BILL
"Melody Ballroom"
FWBR, Baltimore, Md.
LENHART, PHILIP
WAKR, Akron, O.
LEIBERT, AL
WICC, Bridgeport, Conn.
LEMEN, HYLE
1400 Club
KCOG, Centerville, Iowa
LeMOND, BOB
Bob Hawk Show
Our Miss Brooks
CBS
LENHARDT, NORMAN
WJBK, Detroit, Mich.
LEONARD, ARCHIE
WHO, Des Moines, Iowa
LEONARD, ART
Suit Yourself
CJAD, Montreal
LEONARD, MAXWELL
WMGY, Montgomery, Ala.
LePAGE, JEAN
WMSA, Massena, N. Y.
LESCOULIE, JACK P.
B. Nov. 17, Sacramento, Cal.; Jackie Gleason Show, CBS-TV; Today, Dave Garroway, NBC-TV; Dennis Day Show, NBC-TV
LESIK, EDWARD L.
ABC
LESTER, DON
WSAI, Cincinnati, O.
LESTER, MICKEY
CKEY, Toronto, O.
LEVIN, SYLVAN
Mutual
LEWIS, ALLAN
WGR, Buffalo, N. Y.
LEWIS, DAVE
KBLI, Blackfood, Idaho
LEWIS, DAVE
Dave Lewis Show
WTTV, Bloomington, Ind.
LEWIS, DICK
KCID, Caldwell, Idaho
LEWIS, GEORGE
Man on the Street
WKNB, New Britain, Conn.
LEWIS, JOHN
"Leo, The Lion"
WCAO, Baltimore, Md.
LEWIS, THOM
Opera Theatre
WNMP, Evanston, Ill.
LEWIS, WALTER
Commuter's Time
WHLI, Hempstead, L. I.
LEXOTTE, GEORGE
WAVZ, New Haven, Conn.
LiBUTTI, GEORGE
WRNY, Rochester, N. Y.
LIEBMAN, JERRY
WPIC, Sharon, Pa.

LIGHTCAP, JACK
WINS, New York, N. Y.
LILES, MARDI
WFLA Farm Hour
Tampa, Fla.
LILLICO, DICK
CHAB, Moosejaw, Sask.
LILLIGREN, CHUCK
1450 Club
WDLB, Marshfield, Wis.
LINDAMOOD, FRANK FOX
WYVE, Wytheville, Va.
LINDSEY, JIM
Listen with Lindsey
KRIC, Beaumont, Tex.
LINKOUS, MELVIN
WSLS, Roanoke, Va.
LINN, CLARE
WKMH, Dearborn-Detroit, Mich.
LINN, SAM
Western Jamboree
WSAZ-TV, Charleston, W. Va.
LISSANDRI, DOMINIC
WJKO, Springfield, Hampden, Mass.
LOCKE, ED
WIP, Phil., Pa.
LOFLIN, BOB
Listenin with Loflin
WCBI, Columbus, Miss.
LOFTESNESS, RAY
Ray's Corner
KSOO, Sioux Falls, S. Dak.
LOGSDON, JIMMIE
Jimmie Logsdon Show
WINN, Louisville, Ky.
LONG, DEANE
Dean's Den
KVOE, Santa Ana, Cal.
LONG, DAN
Musical Clock
WJVB, Jacksonville, Fla.
LONG, KENNETH
WGAN, Portland, Maine
LOHMAN, JIMMY
KANE, New Iberia, La.
LOMAX, KENNETH
Music for the Mrs.
KERG, Eugene, Ore.
LOMBARDO, GUY
Mutual
LONG, SHORTY
WPAZ, Pottstown, Pa.
LONGWORTH, BILL
WGBI, Scranton, Pa.
LOPEZ, VINCENT
Mutual
LOTT, JOHNNIE
Chuck Wagon
WERH, Hamilton, Ala.
LOUGHNANE, DON
Juke Box Serenade
KOWH, Omaha, Neb.
LOVE, BOB
KGST, Fresno, Cal.
LOWE, BRYAN
WAYB, Waynesboro, Va.
LOWE, DON
ABC
LOWE, SUN
Sun Lowe Show
KIKI, Honolulu, T.H.
LOWRY, KEN
Pop O the Morning
WGTA, Summerville, Ga.
LUCAS, WM. E.
Staff Breakfast
KOLN, Lincoln, Neb.
LUDDEN, ALLEN
Mind Your Manners
NBC-TV
LUDWIG, JAMES
WDHL, Olean, N. Y.

LUDWIG, LYELL
Cinderella Weekend
WFBM TV, Indianapolis, Ind.
LUKE, HARRY
WICC, Bridgeport, Conn.
LUND, ROGER
Platter Parade
WXRA, Buffalo, N. Y.
LUNDBERG, VIC
Turn the Tune
KTUL, Okla. Tulsa
LUNDBERG, WYN
KRVN, Lexington, Neb.
LUNDBOM, DEL
KGEM, Boise, Idaho
LUPTON, JOHN
Men on the Street
WLAN, Lancaster, Pa.
LYNDON, DAVE
WQXI, Atlanta, Ga.
LYNN, MEL
KHOZ, Harrison, Ark.

— Mc —

McCANN, BOB
Tuen Time
KBMY, Billings, Mont.
McCANN, DICK
Dick McCann Show
KBON, Omaha, Neb.
McCARTHY, CHARLES F.
News
NBC
McCARTHY, JACK
WPIX, New York
McCARTHY, RED
WHGB, Harrisburg, Pa.
McCAY, RAY
Swingbillies
WLTV, Atlanta, Ga.
McCLENDON, JOHN
WRAP, Norfolk, Va.
McCONNOCHI, JAMES
ABC
McCORD, BILL
Brighter Day
CBS
McCOY, DUANE
Melody Round Up
KMON, Great Falls, Mont.
McCOY, HUGH
KFAB, Omaha, Neb.
McCOY, JACK
Live Like A Millionaire
NBC
McCOY, RONNIE
KFEL, Denver, Colo.
McCRAE, EARL
WIVY, Jacksonville, Fla.
McCRANEY, BETTY
WGAF, Valdosta, Ga.
McCRARY, JOHN F., JR.
WCRK, Morristown, Tenn.
McCURDY, H. T.
News Quiz
CJAD, Montreal, P. Q.
McCURRY, BILL
McCurry at the Mike
KRAM, Las Vegas, Nev.
McDOWELL, LYNN
Rise & Shine
WERH, Hamilton, Ala.
McELROY, JACK
Jack McElroy Show
KNBH, Hollywood, Cal.
McENANEY, JAMES
WNLC, New London, Conn.
McFARLANE, MONTY
CJOR, Vancouver, B. C.
McGAVIN, BOB
CFRN, Edmonton, Alta.
McGEE, ART
Musical Shopper
WALB, Albany, Ga.
McGOWAN, GEORGE
KEX, Portland, Ore.
McGRAW, Mac
KFTM, Fort Morgan, Colo.
McGUANE, GENE
KSL-TV, Salt Lake City, Utah
McGUINNESS, JOHN
WILD, Birmingham, Ala.
McHALE, BOB
Hillbilly Hit Parade
WSCR, Scranton, Pa.
McHALE, TOM
WSOO, Sault Ste, Marie, Mich.
McINTOSH, HUGH
1350 Club
KRLC, Lewiston, Idaho
McKAY, ANNE
WGAF, Valdosta, Ga.
McKAY, LES
Timber Trails
KRCO, Prineville, Oreg.
McKINNEY, JIM
Mac's Record Rack
WMIX, Mt. Vernon, Ill.
McKINNON, W. F.
CJFX, Antigonish, N.S.
McKISSON, PERC
KWRO, Coquille, Ore.
McLEAN, PHIL
WERE, Cleveland, Ohio
McMILLEN, GENE
KRAL, Rawling, Wyo.
McNEE, GEO.
CJNT, Quebec
McNEIL, MARSHALL
Meet the Boss
DuMont
McVAY, BOB
Two at 2
KFJI, Klamath Falls, Ore.

— M —

MacBRIAR, WALLACE, JR.
WJON, St. Cloud, Minn.
MacDONALD, DON
KCMJ, Palm Springs, Cal.
MACK, BERNIE
KMUR, Manchester, N. H.
MACK, BILL
Music Time
WEDC, Chicago, Ill.
MACK, CLARENCE
Good Deed Club
CFAC, Calgary, Alta.
MACK, TED
Old Gold Original
Amateur Hour
NBC-TV
MACK, WAYNE
Afternoon Concert
WDOK, Cleveland, O.
MADER, JIM
WIBA, Madison, Wis.
MAHER, IDA MAE
Happy's Party
DuMont
MAHONEY, ED
WTAX, Springfield, Ill.
MAKI, ROBERT
WTVH, Peoria, Ill.
MALDEN, KEN
"Hall of Ebony"
WBMS, Boston, Mass.
MALLOY, LES
Malloy & Co.
KGO TV, San Francisco, Cal.
MALONEY, KEN
WMOH, Hamilton, O.
MALOY, HENRY
Kid Stuff
WTRY, Troy, N. Y.
MANCHELL, BOB
WRMN, Elgin, Ill.
MANDRAKE, CHAS.
WICA, Ashtabula, O.
MANN, LARRY
CHUM, Toronto, Ont.
MANNING, JOE
WBTA, Batavia, N. Y.
MANNS, BILL
WIP, Phila., Pa.
MANSFIELD, SAM
Record Hilites
WJBS, DeLand, Fla.
MARCH, JIM
KVOC, Casper, Wyo.
MARES, JERRY
WCBM, Baltimore, Md.
MARION, DICK
WMOA, Marietta, Ohio
MARKLE, TINY
WAVZ, New Haven, Conn.
MARLOWE, OWEN
WALK, Patchogue, N. Y.
MARLOWE, PAUL
WNDB, Daytona Beach, Fla.
MARSH, FREDERICK RAY
WCOL, Columbus, O.
MARSHALL, BOB
Party Line
WGBS, Miami, Fla.

MARSHALL, REX
B. Jan. 10, 1919; Suspense, CBS-TV; Ellery Queen, ABC-TV; Sunday Matinee, DuMont; Date With Rex, WABD.

MARTIN, CLIF
WMRP, Flint, Mich.
MARTIN, EARL
Sharecroppers Roundup
WMJM, Cordele, Ga.
MARTIN, FRANK
WIKK, Erie, Pa.
MARTIN, JOHNNY
WLOU, Louisville, Ky.
MARTIN, JOE
KCLX, Colfax, Wash.
MASON, BRUCE
Western Record Party
KVLH, Pauls Valley, Okla.
MASON, ELLA
(Brooks Stevens)
Food for Thought
DuMont
MAST, BENNY
Hillbillie Houseparty
WATA, Boone, N. C.
MATHIS, LEE
Linger with Lee
WFPM, Fort Valley, Ga.
MATLOCK, STAN
Magazine of Air
WKRC, Cincinnati, O.
MATTESON, CONNIE
Party Time
WKTV, Utica, N. Y.
MATTESON, DEAN
KSDN, Aberdeen, S. Dak.
MATTHEWS, JIM
People Are Funny
CBS
MAU, LOUISE
Listen Awhile
KBOX, Modesto, Cal.
MAY, MIKE
WCSI, Columbus, Ind.
MAYO, BEN
Juke Box
WCPS, Tarboro, N. C.
MEAD, JIM
WFRC, Reidsville, N. C.
MEATH, EDDIE
WHEC, Rochester, N. Y.
MEEKS, MAX
Alarm Clock Club
WMFR, High Point, N. C.

MELTON, DAVE
Radio Reveries
KOEL, Oelwein, Iowa
MENDINE, MARTIN
Night Watch
KCRT, Trinidad, Colo.
MERCHANT, BILL
WMUS, Muskegon, Mich.
MEREAU, DANNY
Phil Space
WREB, Holyoke, Mass.
MEREDISH, LEE
KWHI, Brenham, Tex.
MERKER, GEORGE J.
WRMN, Elgin, Ill.
MERRITT, HERBERT A.
WHAI, Greenfield, Mass.
MERTZ, BILL
WVKO, Columbus, O.
MEYER, MIKE
KRVN, Lexington, Neb.
MICHAEL, BOB
WENY, Elmira, N. Y.
MICHAEL, GEORGE
Farm Bureau Show
WWNH, Rochester, N. H.
MICHAELS, JOHN
WVKO, Columbus, O.
MICHLER, GEORGE
Sunshine Special
WBBW, Youngstown, O.
MILLER, BILL
WATS, Sayre, Pa.
MILLER, DON
KEEP, Twin Falls, Idaho
MILLER, JOHN Z.
Swap Shop
KGCU, Mandan, N. D.
MILLER, JOHNNY
Johnny Miller Show
WTOB, Winston-Salem, N. C.
MILLER, MAUREY
KSO, Des Moines, Iowa
MILLER, PAUL
WHOC, Philadelphia, Mass.
MILLER, WILLIAM S.
WSTR, Sturgis, Mich.
MILLS, ALLAN
Sunrise Roundup
WMOC, Covington, Ga.
MILLS, BOB
Western Theatre
WSAZ-TV, Charleston, W. Va.
MILLS, BOB
WRNY, Rochester, N. Y.
MILLS, DEXTER
WDBJ, Roanoke, Va.
MILLS, FRANK
What's Cooking
WBAP-TV, Ft. Worth, Texas
MILWEE, N. C.
WVJS, Owensboro, Ky.
MINSHALL, BILL
Record Shop
KRMG, Tulsa, Okla.
MINTON, MARK
KGGF, Coffeyville, Kansas
MITCHELL, EVERETT
National Farm & Home Hour
NBC
MITCHELL, ROY
KCMC, Texarkana, Texas
MIYANISHI, JAMES
KILA, Hilo, Hawaii
MOEGLE, FRED
KWK, St. Louis, Mo.
MOFFETT, RAYMOND, R.
WCAO, Baltimore, Md.
MOHNKERN, LEN
WHHH, Warren, O.
MOLDEN, BOB
Hillbilly Harmony
WKDK, Newberry, S. C.
MONTGOMERY, BILL
Hillbilly Jamboree
WCUE, Akron, O.
MOORE, BOB
WBCK, Battle Creek, Mich.
MOORE, CLYDE
KCUL, Fort Worth, Tex.
MOORE, LEE
Jamboree Party
WWVA, Wheeling, W. Va.
MOORE, VIRGIL
WJAM, Marion, Ala.
MORAGA, PEDRO
KIFN, Phoenix, Ariz.
MORAN, WARREN
Moran with Music
WHIZ, Zanesville, O.
MORGAN, BILL
WHO, Des Moines, Iowa
MORGAN, DICK
WDBJ, Roanoke, Va.
MORGAN, HAL
Morgan's Pop Concert
WGAR, Cleveland, O.
MORGAN, JIM
Birthday Club
WHLN, Harlan, Ky.
MORGAN, JIMMIE
WBIP, Booneville, Miss.
MORNINGSTAR, FRED
Hymns for Homefolks
WHJC, Matewan, W. Va.
MORRIER, B.
CJSO, Sorel, Que.
MORRIS, BEN
Sooner Shindig
WKY-TV, Oklahoma City, Okla.
MORRIS, GILBERT
WDAS, Phil., Pa.
MORRIS, JACK
KLX, Oakland, Cal.
MORRISSEY, BILL
WCCM, Lawrence, Mass.
MORSE, TONY
ABC Home Institute
KGO, San Francisco, Cal.
MORTON, LOU
WNXT, Portsmouth, Ohio
MOYER, CHAS. N.
WACB, Kittanning, Pa.
MULLENS, JACK D.
WWYO, Pineville, W. Va.
MULLIGAN, RAY
WPAM, Pottsville, Pa.
MUNDY, ED.
Requestfully Yours
KCSB, San Bernardino, Cal.
MUNRO, DAVE
CFAR, Flin Flon, Man.
MUNT, PAUL
KOIL, Omaha, Neb.
MUNYAN, HARRY
Miami Civic Forum
WIOD, Miami, Fla.
MURDOCK, ED
Wax Showcase
WMGA, Moultrie, Ga.
MURPHY, BILL
Are You From Dixie
WAKR, Akron, Ohio
MURPHY, ED
Ed Murphy Show
WSYR-TV, Syracuse, N. Y.
MURRAY, DON
WFOM, Marietta, Ga.
MURRAY, FRED
Murray at Mike
WWOD, Lynchburg, Va.
MURRAY, PHIL
Magical Moondial
WJOC, Jamestown, N. Y.
MURRY, HANK
WTCO, Campbellsville, Ky.
MUSIC, REX
KSO, Des Moines, Iowa
MUSSER, WALTER J.
WBCM, Bay City, Mich.
MYERS, KENT
KCSU, Provo, Utah

— N —

NADEL, HOWARD I.
WCOL, Columbus, O.
NAGLE, JEFF
KMJ, Fresno, Cal.
NANCE, BOB
KBKI, Alice, Texas
NAUGHTON, RUSS
WDRC, Hartford, Conn.
NEAL, BOB
WBIG, Greensboro, N. C.
NEARNS, JOE
Top o' Morning
KNBY, Newport, Ark.
NEDIN, DICK
WEOK, Poughkeepsie, N. Y.
NEELD, HUGH
KMUS, Muskogee, Okla.
NEHRLING, WALLY
S'prize Party
WIRE, Indianapolis, Ind.
NEIL, JACK
WWNC, Asheville, N. C.
NEILAN, RAY
WKNB-TV, New Britain, Conn.
NEIMAN, WALTER
Musical Fantasies
WGSM, Huntington, N. Y.
NELSON, DAVE
WRMN, Elgin, Ill.
NELSON, HAROLD
KCMC, Texarkana, Texas
NELSON, HERMAN
WLCS, Baton Rouge, La.
NELSON, JOHN
KFTV, Paris, Texas
NELSON, WARREN
KSO, Des Moines, Iowa
NELSON, WAYNE
Vaughn Monroe Show
CBS
NEWHOUSE, HAL
Tune Test
KRCO, Prineville, Ore.
NEWMAN, EDDIE
WDAS, Phila., Pa.
NEWTON, JIM
Disc Din
KNBY, Newport, Ark.
NICHOLS, FLOYD
KWRO, Coquille, Ore.
NICHOLS, JOHNNY
WJBW, New Orleans, La.
NICHOLS, ROY
KXLR, Little Rock, Ark.
NICHOLSON, NICK
KNBC, San Francisco, Cal.
NIELSON, WARREN
KMA, Shenandoah, Iowa
NIGHTINGALE, EARL
Earl Nightingale Show
WGN, Chicago, Ill.
NILES, DAVID
WEVD, New York, N. Y.
NIMMO, BILL
B. June 18, 1917, Cincinnati, Ohio; Jackie Gleason, CBS; Wednesday Boxing, CBS; Crime Syndicated, CBS; Heaven for Betsy, CBS; Plainclothes Man, Du Mont
NIMS, ROBERT
WAAB, Worcester, Mass.
NIXON, MILTON
WRAP, Norfolk, Va.

NOEL, DICK
Quick on the Draw
The Week in Review
DuMont
NOLAN, GEORGE
KFDA, Amarillo, Texas
NORDSTRAND, RAY
Eventide Concert
WNMP, Evanston, Ill.
NORDEN, LEE
WSAM, Saginaw, Mich.
NORMAN, ALAN
WFDF, Flint, Mich.
NORRIS, KATHI
The Kathi Norris Show
DuMont
NORTH, CHARLES
Man on Street
WFEC, Miami, Fla.
NORTON, IVERS J.
WHDL, Olean, N. Y.
NORTON, RICHARD
Coffeetime Musicale
WFAU, Augusta, Maine
NOVAK, JOHN VICTOR
Polish Bells Program
WABY, Albany, N. Y.

— O —

O'BRIEN, ELLIS
Better Homes for Maine
WCSH, Portland, Maine
O'BRIEN, JOE
Rosemary
CBS
O'BRIEN, JOE
Gallagher & O'Brien Show
WMCA, New York, N. Y.
O'CONNER, LILLIAN
KILA, Hilo, Hawaii
O'DELL, STEWART
Coffee Time
WLSI, Pikesville, Ky.
O'HORA, PAT
WBAY, Green Bay, Wis.
O'LEARY, JIM
KCBQ, San Diego, Cal.

OLSEN, JOHNNY
B. Windom, Minnesota; Rumpus Room, Kids and Company, Du Mont; Homemaker's Jamboree, ABC-TV; Break the Bank, ABC; Movie Quiz, MBS; Nora Drake, CBS

OLSON, HARVEY
WDRC, Hartford, Conn.
OLSON, MILES
Song Shop
WKBZ, Muskegon, Mich
OLSON, NATE
Sage Brush Review
KOOS, Coos Bay, Ore.
O'NEIL, CHUCK
1370 Streamliner
WFEA, Manchester, N. H.
O'NEILL, HENRY
Movies for Mom
WLW C, Columbus, O.
O'NEILL, J. F.
Paging the Stars
KOWH, Omaha, Neb.
OSBORNE, BILL
KFBC, Cheyenne, Wyo.
OSMUNDSON, DEAN
WBIZ, Eau Claire, Wis.
OSSINA, ALEX
WICY, Malone, N. Y.
O'TOOLE, BILL
The Power of Women
Take the Break
Dumont
OVERTON, RAY
KFBC, Cheyenne, Wyo.
OWENS, AL
WFNC, Fayetteville, N. C.
OWENS, LOY
Hollywood Reporter
CFRB, Toronto, Ont.
OXFORD, GEORGE
Sepia Serenade
KWBR, Oakland, Cal.
OZIMEK, STAN
Hartford Polish Hour
WKNB, New Britain, Conn.

— P —

PACKARD, CHARLIE
Borden Show
KMOD, Modesto, Cal.
PACKHAM, BILL
Dinner Date
WAGA-TV, Atlanta, Ga.
PAGE, SAM
Meet Your Neighbor
WNBF-TV, Binghamton, N. Y.
PALEN, DAN C.
KXGN, Glendive, Mont.
PALO, GEORGE
KBUN, Bemidji, Minn.
PARISEAY, GUY
CHFA, Edmonton, Alta.
PARKER, AL
WJJD, Chicago, Ill.
PARKER, ERICK
WMAM, Marinette, Wis.
PARKER, THOMAS
850 Club
WKBZ, Muskegon, Mich.
PARKINSON, RUTH
WPAC, Patchogue, N. Y.
PARNACOTT, OWEN
WDWD, Dawson, Ga.
PARNELL, REX
KWFC, Hot Springs, Ark.
PARRISH, JOHN
Music Man
WVLK, Lexington, Ky.
PARSON, NATHAN
KWCO, Chickasha, Okla.
PARTA, PAT
RFD
KFSA, Ft. Smith, Ark.
PATRICK, GEORGE
G. P. Show
WHIZ, Zanesville, O.
PATTERSON, CREAN
Connecticut Ballroom
WONS, Hartford, Conn.
PATTERSON, JOHN R.
KDLR, Devils Lake, N. D.
PATTERSON, PAT
HiWay Patrol
KBIS, Bakersfield, Calif.
PATTILLO, BOB
WHSY, Hattiesburg, Miss.
PAUL, DON
WTAX, Springfield, Ill.

PAUL, RALPH
B. Oct. 11, 1920, Denver, Colorado; Strike It Rich, CBS-TV and NBC-Radio; Aldrich Family, NBC-TV; Bob Trout News, CBS

PAYE, DON
WICY, Malone, N. Y.
PAYE, JIMMY
Jimmy Paye Show
WFAI, Fayetteville, N. C.
PAYNE, MAURAY
General Utah Matinee
KOVO, Provo, Utah
PEARSON, DREW
Washington Merry Go Round
DuMont
PEER, LEE
KOOK, Billings, Mont.
PENNEWELL, RALPH
"Record Land"
WWIN, Baltimore, Md.
PEREZ, RUDY
Musical Scrapbook
WCMI, Ashland, Kentucky
PERKER, EDDIE
WKGN, Knoxville, Tenn.
PERKER, KEN
WDVA, Danville, Va.
PERKINS, JUDY
Morning Matinee
WLW, Cincinnati, Ohio
PERRIE, DON
Musical Encores
WJBO, Baton Rouge, La.
PERRY, DICK
WBOB, Galax, Va.
PERRY, GEORGE
Six Gun Playhouse
WFMY-TV, Greensboro, N. C.
PERRY, KEN
KFBK, Sacramento, Cal.
PERRY, SID
WVLN, Olney, Ill.
PETERS, BOB
WFAS, White Plains, N. Y.
PETERS, BRAD
Western Sunrise & Shine
KSJO, San Jose, Cal.
PETERSON, ANDY
Alarm Clock
WREL, Lexington, Va.
PETERSON, DON
KBIX, Muskogee, Okla.
PETERSON, DON
KRGV, Weslaco, Tex.
PETERSON, JIM
KSUM, Fairmont, Minn.
PETERSON, JOHN
WHHH, Warren, O.
PETERSON, VIRGILIA
Author Meets the Critics
DuMont
PETTAY, FRAN
WKMH, Dearborn-Detroit, Mich.
PHELPS, KENNETH
WMFD, Wilmington, N. Carolina
PHILIP, DICK
Breakfast with Zenith
WPEO, Peoria, Ill.

PHILLIPS, BRAD
WINS, New York, N. Y.

PHILLIPS, BYRON
WGBI, Scranton, Pa.
PICKETT, ROY
Silver Dollar Man
KTUL, Tulsa, Okla.
PIERCE, BARRETT
KALI, Pasadena, Cal.
PIERCE, BILL
WQAN, Scranton, Pa.
PIERCE, RUSS
KGGF, Coffeyville, Kansas
PIERCY, FRED
KAFY, Bakersfield, Calif.
PIMENTEL, JUAN
WMIA, Gaguas, P. R.
PIQUETTE, BOB
KTAC, Tacoma, Wash.
PIRNIE, DUNCAN
WQXR, New York, N. Y.
PITMAN, DON
WBBZ, Ponca City, Okla.
PLACHTA, AL
Around the Clock
KCLF, Butte, Mont.
PLANT, RUDY
KBOA, Kennett, Mo.
PLATT, STEWART
Musical Clock
WLAP, Lexington, Ky.
POLLACK, TED
Mon on the Street
WLAN, Lancaster, Pa.

POLLARD, JIM
Bob Hawk Show
CBS
POOLE, HARVEY
Spiritual Hour
WSWN, Belle Glade, Fla.
POPE, BILL
KXOC, Chico, Cal.
POTTER, GAIL
Univ. Workshop
WFLA, Tampa, Fla.
POTTER, PHIL
WOMB, Harrisburg, Pa.
POWERS, DON J.
KXGN, Glendive, Mont.
POWERS, JIMMY
Famous Fights from Madison Square Garden
DuMont
POWERS, RAY
WHBS, Huntsville, Ala.
PRATER, FRANK
WBNS, Cleveland, Ohio
PRICE, GRANT
WPPA, Pottsville, Pa.
PRICE, JAMES
WSBB, New Smyrna Beach, Fla.
PRICE, JOE
WVMI, Biloxi, Miss.
PRICE, MEL
WASL, Annapolis, Md.
PROUGH, CARL
KCID, Caldwell, Idaho
PURCELL, CHARLES W.
Nocturne
WCAO, Baltimore, Md.

— Q —

QUINN, DOMINIC
WFDF, Flint, Mich.
QUINN, PAT
WPAG, Ann Arbor, Mich.

— R —

RAFFERTY, TOM
CKNX, Ontario
RAFUSE, BRUCE
CJFX, Antigonish, N. S.
RAINES, JIM
WCBC, Anderson, Indiana
RAKE, JOE
Breakfast Club
WGNY, Newburgh, N. Y.
RAMSELL, DON
KXEL, Waterloo, Iowa
RANDALL, DALE
KWWL, Waterloo, Iowa
RANDALL, WM. D.
WTOC, Savannah, Ga.
RANDALL, WILLIAM E.
WHAI, Greenfield, Mass.
RASH, LES
KGOS, Torrington, Wyo.
RAWSON, RON
Young Dr. Malone
CBS
RAYMOND, JACK
WISN, Milwaukee, Wis.
RAYMOND, GENE
Musictime
KERG, Eugene, Ore.
RAYMOND, OLLIE
KMOX, St. Louis, Mo.
RAYNER, RAY
Who, What, Where, When
WOOD-TV, Grand Rapids, Mich.
REAGAN, FRANK
WEOK, Poughkeepsie, N. Y.
REAGAN, JOE
Reagan's Roundup
WEAM, Arlington, Va.
REAGH, BOB
Talent Hunt
CJOC, Lethbridge, Alta.
REAVES, JOE
Music Shop
WLTV, Atlanta, Ga.
REAVIS, HERMAN
WBOB, Galax, Va.
REDDY, TOM
Tom Reddy Show
WABC, New York, N. Y.
REDDING, JOHN
Fun Time
WVLK, Lexington, Ky.
REDFEKN, JACK
Requestfully Yours
WWIN, Baltimore, Md.
REID, MITCH
WITH, Baltimore, Md.
REID, PAUL
CKLB, Oshawa, Ont.
REIGHARD, RICH
WHKK, Akron, O.
REILLY, ED
WGAD, Gadsden, Ala.
REISING, KEITH
Stork Club
WLRP, New Albany, Ind.
REITH, HARRY
WKST, New Castle, Pa.
RENSCH, TY
KGFX, Pierre, S. Dak.
REYES, NICK
Pop Shop
WFTC, Kinston, N. C.
REYNOLDS, FRANK
WBKB-TV, Chicago, Ill.
REYNOLDS, PAUL
Million Dollar Bandstand
WOSP, St. Petersburg, Fla.
REYNOLDS, QUENTIN
Author Meets the Critics
DuMont
RHODES, JOHN
WGEZ, Beloit, Wis.
RHODES, RICHARD A.
WAYB, Waynesboro, Va.
RICE, CRAWFORD
Tops In Hillbilly
WAPX, Montgomery, Ala.
RICE, RICK
Nite Cap Show
KCAP, Helena, Mont.
RICHARDS, BOB
WAZL, Hazleton, Pa.
RICHARDS, DICK
KONO, San Antonio, Tex.
RICHARDS, FLOYD
Cinderella Weekend
WTIC, Hartford, Conn.
RICHARDSON, RUSS
Light & Lyrical
CKOK, Penticton, B. C.
RICHMOND, HYLE
P. M. Pops
WXRA, Buffalo, N. Y.
RIELEY, PRESTON
WHTC, Holland, Mich.
RIGGS, DAVE
Music for the Missus
KNPT, Newport, Ore.
RIGGS, GLENN
My True Story
ABC
RILEY, BOB
Hey Bob Show
KRNT, Des Moines, Iowa
RILEY, BUD
Bud Riley Presents
WTAQ, LaGrange, Ill.
RILEY, JAY
Jay's Notebook
WMOK, Metropolis, Ill.
RILEY, JOHN E.
Riley's Rooster Review
WVAM, Altoona, Pa.
RININGER, RON
WJAC-TV, Johnstown, Pa.
RITCH, JIM, JR.
KVON, Napa, Cal.
ROARK, JOHNNY
KRGV, Weslaco, Texas
ROBBIE, GORDON
WDSR, Lake City, Fla.
ROBE, LARRY
KIND, Independence, Kansas
ROBERTS, DICK
KBOE, Oskaloosa, Iowa
ROBERTS, DON
Music Shop
WKNE, Keene, N. H.
ROBERTS, JIM
Music in the Air
WHBC, Canton, O.
ROBERTS, KEN
This is Nora Drake
CBS
ROBERTS, KENNETH
KIMR—Pioneer Musical Court
KIMR, Lamar, Colo.
ROBERTS, MORGAN
KSWO, Lawton, Okla.
ROBERTS, STAN
WQXR, New York, N. Y.
ROBERTS, STAN
WWYO, Pineville, W. Va.
ROBERTSON, LLOYD
Teen Town
CJCS, Stratford, Ont.
ROBERTSON, TRAFTON
Relax
WTAR-TV, Norfolk, Va.
ROBEY, TOM
Morning Musical Clock
WTAD, Quincy, Ill.
ROBISON, HERMAN
Farm Time
KAST, Astoria, Ore.
ROBISON, RON
Casino
CJOC, Lethbridge, Alberta
ROBISON, WAYNE
KFLD, Flaydada, Tex.
ROBINSON, BILL
KRLW, Walnut Ridge, Arkansas
ROBINSON, DON
KIXL, Dallas, Texas
ROBINSON, JIM
KSBW, Salinas, Cal.
ROBINSON, JOHN
CJKL, Kirkland Lake, Ont.
ROBINSON, MAX
Breakfast with Bigelows
WJTN, Jamestown, N. Y.
ROCKWELL, JAMES
WSAM, Saginaw, Mich.
RODEWALD, DON
Wasco Calling
KWSO, Wasco, Cal.
RODRIQUEZ, EDDIE
Buenas Dias
KFVD, LA, Cal.
ROGERS, EDDIE
KOA, Denver ,Colo.
ROGERS, JOHN T.
J.T. Your Spinning M.C.
WCVA, Culpeper, Va.
ROGERS, RALPH
WAPI, Birmingham, Ala.
ROGERS, TED
KMUR, Murray, Utah
ROHLING, LARRY
Listen Closely
WOWL, Florence, Ala.
ROLLINS, WAYNE
Talk of the Town
KYCA, Prescott, Ariz.
ROLLISON, FRED
WGBF, Evansville, Ind.

ROMANO, TOM
Answer Me This
WNHC-TV, New Haven, Conn.
ROSE, ALLEN
WHOC, Philadelphia, Miss.
ROSELLE, JIM
WHGB, Harrisburg, Pa.
ROSS, BILL
Youth Roundup Speaks
WIOD, Miami, Fla.
ROSS, STEVE
Club 810
WCEC, Rocky Mount, N. C.
ROTH, KEN
Rhythm Harmoneers
KNOW, Monroe, La.
ROTHSCHILD, SIGMUND
Trash or Treasure
DuMont
ROWAN, ROY
My Little Margie
Escape
CBS
ROWAND, ALF
WEIR, Weirton, W. Va.
ROWLAND, NEAL
KIND, Independence, Kansas
RUDES, JIM
WSPD, Toledo, O.
RUFFNER, TINY
WIP, Phila., Pa.
RUGGLES, DON
KRES, St. Joseph, Mo.
RUNKLE, HAL
WPTW, Piqua, O.

RUNNION, GUY
B. Venita, Oklahoma; Westinghouse Summer Theatre, CBS-TV; Danger, CBS-TV; News, ABC-TV

RUSE, DON
Scramble Gamble
KYJC, Medford, Ore.
RUSE, PAUL
Sun Dial
KOEL, Oelwein, Iowa
RUSH, FORD, JR.
WWSO, Springfield, Ohio

RUSSELL, DON
Guide Right
Trash or Treasure
Take the Break
Easy Chair Theatre
DuMont

RUSSELL, TODD
Wheel of Fortune
CBS-TV
Rootie Kazootie
ABC-TV

RUTLEDGE, BILL
Variety Playhouse
KENT, Shreveport, La.
RYAN, JACK
11th Hour News
WHUM-TV, Reading, Pa.

— S —

SAADI, RAYMOND A.
KCIL, Houma, La.
SACHS, JERRY
KCOW, Alliance, Nebraska
SALINGER, JAMES
KOJM, Havre, Mont.
SAFFORD, THEODORE
WTTM, Trenton, N. J.
SALERNO, SAM
KDON, Santa Cruz, Calif.
SAMPSON, GEORGE
KCVR, Lodi, Cal.
SAND, LES
Kiddie Kollege
DuMont

SANDERS, GEORGE
Sanders Meanders
KFVD, Los Angeles, Cal.
SANDSTROM, ROBERT E.
WJPD, Ishpeming, Mich.
SANTON, CHESTER
WQXR, New York, N. Y.
SAPP, MARK
Sunrise Serenade
KGPH, Flagstaff, Ariz.
SAUNDERS, JOHN
WSPD-TV, Toledo, O.
SAVARD, RAOUL
CJFP, Riviere du Loup Quebec
SAVARY, PIERRE
Soiree A Quebec
CBV, Quebec
SAWYER, TOM
Tom Sawyer Time
WHOO, Orlando, Fla.

SCANLON, ART
WINS, New York, N. Y.

SCHADER, CONRAD
KTIL, Denver, Colo.
SCHAEFER, ART
Gospel Songs
WAPX, Montgomery, Ala.
SCHAFER, DON
KVNI, Coeur D'Alene, Idaho
SCHAEFER, JACK
WOKW, Sturgeon Bay, Wis.
SCHAEFER, JOE
Yawn Club
WNHC, New Haven, Conn.
SCHAFFER, RON
KBRL, McCook, Neb.
SCHEULER, RICHARD
WKHM, Jackson, Mich.
SCHLEIDER, VIC
Homemaker Harmonies
WGET, Gettysburg, Pa.
SCHNEBLY, LARRY
Musical Healines
KGPH, Flagstaff, Ariz.
SCHOLES, CHARLES
Jukebox Junction
WKTM, Mayfield, Ky.
SCHULDT, ARTHUR
KFIR, North Bend, Ore.
SCHULZ, MYRON
WAAF, Chicago, Ill.
SCHUSSLER, DALE M.
WKWK, Wheeling, W. Va.
SCOTT, BILL
KSCB, Liberal, Kansas
SCOTT, BOB
WIOU, Kokomo, Ind.
SCOTT, CHARLEY
Hillbilly Hoedown
KTFY, Brownfield, Tex.
SCOTT, ED
Quiz Kids
CBS
SCOTT, TED
Coffeeholics Anonymous
KULA, Honolulu, T. H.
SCOTT, W. D.
CKIN, Nelson, B. C.
SEAMAN, BILL
WKNX, Saginaw, Mich.
SEANEY, JIM
WDZ, Decatur, Ill.
SEBASTIAN, MARTY
KTOH, Lihue, Kauai, T. H.
SEVERE, HOWARD
WHEC, Rochester, N. Y.
SEWALL, BUD
KCBQ, San Diego, Cal.
SEXTON, CARROL
WLBG, Laurens, So. Car.

SEYMOUR, BOB
WKMH, Dearborn-Detroit, Mich.
SEYMOUR, DAN
We, The People
NBC-TV
SHAFFER, MAX
Musical Clock
WDAN, Danville, Ill.
SHAFRE, JACK
KSWS, Roswell, N. M.
SHAIN, JOHN W.
Sat. Nite Frolics
KSIM, Sikeston, Mo.
SHALLENBERGER, DAVE
Milman's Matinee
WARD, Johnstown, Pa.
SHANNON, JACK
WLEC, Sandusky, O.
SHAPEL, PAUL
KTIM, San Rafael, Cal.
SHARPE, BILL
KRES, St. Joseph, Mo.
SHAW, CHAS.
Sunrise Serenade
WOLF, Syracuse, N. Y.
SHAW, HUGH
KWFT, Wichita Falls, Texas
SHAW, JOE
Silver Dollar Show
WTSV, Claremont, N. H.
SHAW, MYRON
WMDN, Midland, Mich.
SHAWYER, WILLIS M.
Cornbread Matinee
WCPS, Tarboro, N. C.
SHEEHAN, BILL
WDRC, Hartford, Conn.
SHEEHAN, BOB
KSTL, St. Louis, Mo.
SHEELDS, DANNY
Danny Sheelds Show
WCAV, Norfolk, Va.

SHELDON, HERB
Feb. 9, 1913, Brooklyn, New York; Herb Sheldon Show, WABC-AM.

SHELTON, BANNER
WBIG, Greensboro, N. C.
SHELTON, JIM
Pick-a-Pocket
WIBC, Indianapolis, Ind.
SHEPHARD, BOB
Twenty Questions
DuMont
SHERMAN, ART
WJAC-TV, Johnstown, Pa.
SHERMAN, BILL
Bill Sherman Show
WKOX, Framingham, Mass.
SHERMAN, DEAN
WDGY, Minneapolis, Minn.
SHERMAN, DONALD A.
WBCM, Bay City, Mich.

SHERMAN, PAUL
WINS, New York, N. Y.

SHERWOOD, BURT
WJJD, Chicago, Ill.
SHIELDS, LARRY
Country Chapel
WFRP, Savannah, Ga.
SHIELDS, TOM
Lucky Street
WGNY, Newburgh, N. Y.
SHORT, LARRY
1450 Club
KCLX, Colfax, Wash.
SHREVE, LEN
KGW, Portland, Ore.
SHREVE, THERON
WJIM, Lansing, Mich.
SHUTE, ELDEN H., JR.
Coffee Time
WLAM, Lewiston, Maine

SIDERS, GENE
KROP, Brawley, Cal.
SIEMER, JOHN
WIOU, Kokomo, Ind.

SILBERT, BILL
B. Jan. 1, 1921, Detroit, Mich.; Bill Silbert Show, WABD; Silbert at Six, WMGM; Let's Go Bowling, WABD

SILER, ROBERT
WFTM, Maysville, Ky.
SILVER, WARREN
Wake Up with Warren
KFDX, Wichita, Falls, Tex.

SIMON, ERNIE
Breakfast Party, WGN-TV, Chicago, Ill.

SIMONS, DON
KLIZ, Brainerd, Minn.
SIMPSON, ART
KBKW, Aberdeen, Wash.
SIMPSON, JOHN
Songs of the Hills
WCOM, Parkersburg, W. Va.
SIMS, FRANK
WKMH, Dearborn-Detroit, Mich.
SIRY, ED
WBIS, Bristol, Conn.
SKELTON, DAN
WELO, Tupelo, Miss.
SLATER, BILL
Twenty Questions
Broadway to Hollywood
DuMont
SLATTER, BILL
Music for Today
WJBO, Baton Rouge, La.
SLATTERY, JACK
House Party
CBS
SLOANE, ROBERT
The Big Story
NBC
SMART, DWIGHT
KAPA, Raymond, Wash.
SMITH, BILL
WFTL, Ft. Lauderdale, Fla.
SMITH, BILL
WSFA, Montgomery, Ala.
SMITH, BOB
Jive til Five
WVOP, Vidalia, Ga.
SMITH, BOB
Sports Varieties
DuMont
SMITH, CLARENCE
WAUX, Waukesha, Wis.
SMITH, HARRY
Polka Patch
WKDN, Camden, N. J.
SMITH, PAGE
Anniversary Time
WFRC, Reidsville, N. C.
SMITH, RALPH
KFEQ, St. Joseph, Mo.
SMITH, SEALY
KWKC, Abilene, Tex.
SMITH, VERNE
Louella Parsons Show
CBS
SNEIDER, KEN
KGDE, Fergus Falls, Minn.
SNIDER, JOHN
WCBS, Anderson, Ind.
SNYDER, ED
Campus Capers
WJHO, Opelika, Ala.
SOMMER, BILL
WKST, New Castle, Pa.
SOMMERVILLE, DICK
WTTH, Port Huron, Mich.
SOWARDS, JOHN
Wake Up Tri-State
WCMI, Ashland, Ky.
SPAHR, BILL
WWGS, Tifton, Ga.
SPANGLER, DAN
Hillybilly Program
WJOI, Florence, Ala.
SPANN, OWEN
Morning Man
WTOB, Winston Salem, N. C.
STAHL, PHILIP
WQXR, New York, N. Y.
STALKER, DON
WLAV, Grand Rapids, Mich.
STALLING, CURT
Mid-Morning Melodies
KDRS, Paragould, Ark.
STAMPS, MACK
WFNC, Fayetteville, N. C.
STANFORD, BOB
Dollar Derby
WFAA-TV, Dallas, Tex.
STANLEY, AL
Mama Goes A Shopping
WARD, Johnstown, Pa.
STANSBERRY, GENE
KNOR, Norman, Okla.
STANTON, PAT
WJMJ, Phila., Pa.
STANZIOLA, JOHN
WAZL, Hazleton, Pa.
STAPLETON, JIM
WLVA, Lynchburg, Va.

STARK, CHARLIE
WINS, New York, N. Y.

STARR, RAY
KWWL, Waterloo, Iowa
STAVAS, JOE
KBRL, McCook, Neb.
STEFFES, ART
KVOX, Moorhead, Minn.
STEGMAN, HARVEY
WHHM, Memphis, Tenn.
STEIN, IRV
Nite Owl Club
CJOB, Winnipeg, Man.
STENGER, PETE
Jamboree Matinee
WWVA, Wheeling, W. Va.
STEPHENS, ROBERT
KWKC, Abilene, Tex.

STERLING, JACK
Top O the Morning, WCBS, WCBS-TV, New York, N. Y.

STEVENS, DON
WAAB, Worcester, Mass.
STEVENS, LEN
WHAT, Phila., Pa.
STEWART, AL
Al's Corall
KBRO, Bremerton, Wash.
STEWART, BILL
WPBC, Minneapolis, Minn.
STEWART, JOSEPH
WDAF, Kansas City, Mo.
STEWART, WILLIAM
WFTM, Mayville, Ky.
STILL, JAY
WDUN, Gainesville, Ga.
STINGLEY, ROY
WHOK, Lancaster, O.
STORIE, ED
WISE, Asheville, N. C.
STRAUSS, WM.
WQXR, New York, N. Y.
STREETER, HOWARD
WFMD, Frederick, Md.
STROH, BOB
Movietime
WCOG, Greensboro, N. C.
STROTHMAN, BILL
What's New
KXLL, Missoula, Mont.
STULLA, BILL
Bill Stulla Show
KNBH, Hollywood, Cal.
STUMP, GEORGE
KCKN, Kansas City, Kansas
SUGARS, TOM
KWFT, Wichita Falls, Texas
SULLIVAN, JOSEPH
WLNH, Laconia, N. H.
SUTTER, DICK
WRMN, Elgin, Ill.
SUTTON, LEE
Chow Time
KFH, Wichita, Kan.
SWANSON, GREG
KXEO, Mexico, Mo.
SWART, JACK
WFTL, Ft. Lauderdale, Fla.
SWARTZ, BOB
KHQ Money Man
KHQ, Spokane, Wash.
SWEENEY, WARREN
Robert Q. Lewis Show
CBS
SWINEHART, DAVID K.
WTOC, Savannah, Ga.
SWITER, ROBT.
CJAV, Port Alberni, B. C.
SYNAN, J. E.
WBLT, Bedford, Va.

— T —

TAGGART, BYRON
WKRC, Cincinnati, O.
TAGGETT, VIC
Songs of Times
KRAI, Craig, Colo.
TANSEM, LEROY
CJDC, Dawson Creek, B. C.
TAPP, GORDON
CHML, Hamilton, Canada
TARKINSON, CHARLES G.
WLAW, Boston, Mass.
TAYLOR, BILL
KDSH, Boise, Idaho
TAYLOR, DEL
WLW-D, Dayton, O.
TAYLOR, DICK
WBCU, Union, S. C.
TAYLOR, JOHN
WIKY, Evansville, Ind.
TAYLOR, SAM
KALL, Salt Lake City, Utah
TEAS, WALTER
Eggs at Eight
KVOO, Tulsa, Okla.
TEETER, LEWIS
KDAS
Malvern, Ark.
TETRAULT, ERNIE
WRGB, Schenectady, N. Y.
TEUBER, RON
WMRP, Flint, Mich.
THALL, BILL
Bill Thall Show
WLW, Cincinnati, O.
THAXTON, LLOYD
WSPD-TV, Toledo, O.
THOMAS, BERNIE
Polka Time
WJVA, South Bend, Ind.
THOMAS, D. GLENN
WJEJ, Hagerstown, Md.
THOMAS, DON
CFCN, Calgary, Alberta
THOMAS, EARL
T.N.T.
WWSC, Glens Falls, N. Y.
THOMAS, GEORGE
WCAU, Phila., Pa.

THOMAS, JIM
WDGY, Minneapolis, Minn.
THOMAS, LLOYD
KHAS, Hastings, Neb.
THOMAS, MATT
WMAR TV, Baltimore, Md.
THOMAS, TED
WJKO, Springfield, Hampden, Mass.
THOMPSON, DON
WBRK, Pittsfield, Mass.
THOMPSON, FRANCIS
WPDX, Clarksburg, W. Va.
THOMPSON, JACK C.
CKOV, Kelowna, B. C.
THOMPSON, JAMES
WPPA, Pottsville, Pa.
THOMPSON, JERRY
WVMI, Biloxi, Miss.
THOMPSON, OLIVER
KGNO, Dodge City, Kansas
THOMAS, WAYNE
KTIM, San Rafael, Cal.
THOMPSON, WOODY
Supper Party
WHIZ, Zanesville, O.
THOR, LARRY
Suspense
CBS
THURMAN, WALTER
Family Party
WMBD, Peoria, Ill.

TICE, OLIN J.
B. August 23, 1919, Savannah, Ga.; Democratic-Republican Conventions, FBI in Peace and War, Peggy Lee Show, Mindy Carson Show, There's Music in the Air, People Act; CBS.

TILLEY, LYNN
KMTV, Omaha, Neb.
TILLMAN, JOHN
Frontier Theatre
DuMont
TINGLEY, IRV
Toast 'N' Tunes
Beloit, Wis.
TINLEY, HOWARD
WREV, Reidsville, N. C.
TIPTON, JOE
WCDL, Carbondale, Pa.
TOBIE, MIKE
WHHH, Warren, O.
TOLEMAN, E. C.
WZIP, Covington, Ky.
TONEY, LYNN
Club Midnight
WKRG, Mobile, Ala.

TONKEN, PHIL
B. Apr. 13, 1919, Hartford, Conn.; Rod and Gun Club, MBS; Greatest Fights of the Century, ABC-TV; The Planet Man — Transcribed; Radio on the Record — Transcribed; Nemo-Weather Reporter, MBS; History in the Making, MBS

TONNER, WM.
CFBC, St. John, N. B.
TORGRUD, RAY
CKRD, Red Deer, Alta.
TOWNELL, ESKO
WHK, Cleveland, O.
TRACEWELL, JEM
1350 Club
KCSB, San Bernardino, Cal.
TRATNER, JIM
Buffalo Amateur Show
WBEN TV, Buffalo, N. Y.
TRIMBLE, JOHN
WTOP, Washington, D. C.
TROMPETER, JAY
WIND, Chicago, Ill.

TUNIS, HAL
The Hal Tunis Show, WMGM, New York

TUPPER, HOWARD
WGY, Schenectady, N. Y.
TURNER, DALLAS
KFTV, Paris, Texas
TURNER, JIM
Main St. Ambassador
WSTP, Salisbury, N. C.
TURNER, RAYMOND
Tunes for Teens
WWSR, St. Albans, Vt.
TWERELL, BRUCE
KOJM, Havre, Mont.
TYLER, JANET
Weather Girl
DuMont
TYROL, BOB
Cinderella Weekend
WTIC, Hartford, Conn.

— U —

UNDERWOOD, JAMES
WPDQ, Jacksonville, Fla.
UMMEL, JACK
KBIX, Muskogee, Okla.
UPTON, DON
WLVA, Lynchburg, Va.

— V —

VALENTINO, GENE
WWCC, Waterbury, Conn.
VALENZUELA, EFREN
Serenata Nocturnal
KRIZ, Phoenix, Ariz.
VALLE, DAN
WFAS, White Plains, N. Y.
VALLE, PETE
All Electric Cooking School
KDB, Santa Barbara, Cal.
VANASSE, B.
Revue des talents
CHEF, Granby, Que.
VanDEVENTER, FRED
Twenty Questions
Mutual
VANE, BILL
WCEM, Cambridge, Md.
VAN GUNDY, CHAS.
KVKM, Monahans, Tex.
Van KUREN, JIM
CKLW, Detroit, Mich.
VASEN, WARREN
Golden Opportunity
WOC-TV, Davenport, Ia.
VEILLEUX, PIERETTE
CHEF, Grandby, Que.
VENTER, MAL
Breakfast Gang
KFRC, San Francisco, Cal.
VENTRELLA, TONY
Midnight Flyers
WEDC, Chicago, Ill.
VERNON, WES
KOVO, Provo, Utah
VESCIO, TONY
WNAE, Warren, Pa.
VICKERS, LEE
WTOP, Washington, D. C
VICKERS, LOYAL H.
Howdy Neighbor
KRUL, Corvallis, Ore.
VIGUERIE, AL
Al's Record Shop
KJEF, Jennings, La.
VOGEL, GEORGE
KCOW, Alliance, Neb.
VOLL, EDDIE
Pic & Shovel
WKBI, St. Marys, Pa.

— W —

WADE, OZZIE
Sunrise Serenade
WKNE, Keene, N. H.
WAGNER, GENE
Binyon Eye Opener
KMO, Tacoma, Wash.
WALDRON, BOB
KRKL, Kirkland, Wash.
WALK, LEONARD
Homestead Calling
WHOD, Homestead, Pa.
WALLACE, CHAS. JR.
KSWS, Roswell, N. M.
WALLGREN, REX
Rex 'N' Records
KLO, Ogden, Utah
WALKER, BILL
Walker's Wigwam
CKRC, Winnipeg
WALKER, BOB
WCLO, Janesville, Wis.
WALKER, BUD
Sportlite
WJEL, Springfield, O.
WALKER, DREW
KROP, Brawley, Cal.
WALKER, FLETCHER
WHMA, Anniston, Ala.
WALKER, HAROLD
KWSH, Wewoka, Okla.
WALKER, LEW
KFBK, Sacramento, Cal.
WALLACE, FORREST
KFAL, Fulton, Mo.
WALLER, DUDLEY
7-11 Club
KVMA, Magnolia, Ark.
WALTERS, ARTHUR
WCPA, Clearfield, Pa.
WALTON, GEO.
Fashions in Music
KENI, Anchorage, Alaska
WALTON, HUGH
WCAU, Phil., Pa.
WARD, BILL
WHOW, Clinton, Ill.
WARD, PAT
WCCM, Lawrence, Mass.
WARD, PAT
Pat's Open House
WTVN, Columbus, O.
WARD, PERRY
Matinee
KOTV, Tulsa, Okla.
WARD, SMOKEY
WPFB, Middletown, O.
WARLAND, G. D.
Music by Request
KJFJ, Webster City, Ia.
WARNER, CARL
WJJD, Chicago, Ill.
WARNER, DICK
Dick Warner Show
WRDW, Augusta, Ga.
WARNER, NEWELL
Morning Glories
WCBM, Baltimore, Md.
WARREN, JIM
KERN, Bakersfield, Cal.
WARREN, MIKE
Great Day
CKPC, Brantford, Ont.
WEAVER, BEN T.
Uncle Ben Show
KWIE, Kennewick, Wash.
WEAVER, JOE
Russ-Joe Show
WTOL, Toledo, O.
WEBB, CHARLES
KVOA, Tucson, Arizona
WEBB, DEWEY
WHBS, Huntsville, Ala.
WEB, JERRY
KYAK, Yakima, Wash.
WEBER, JOHN PAUL
WIP, Phil., Pa.
WEBSTER, DAVE
WJNO, West Palm Beach Fla.

WEBSTER, KURT
Kurt's Kaleidoscope
WBTV, Charlotte, N. C.
WEGENER, ED
Televisits
WOI-TV, Ames, Iowa
WEGGELAND, BOB
KLIX Kwiz
KLIX, Twin Falls, Idaho
WEILAGE, DON
Radio Ranch
KFKA, Greeley, Colo.
WEIST, DWIGHT
Grand Slam
CBS
WEITZEL, TONY
Town Crier
WNBQ, Chicago, Ill.
WELCH, CHARLIE
Once Over Lightly
WOWL, Florence, Ala.
WELCH, JOE
WSAR, Fall River, Mass.
WELLINGTON, JACK
Jack's Jukebox
KYMA, Yuma, Ariz.
WELLS, BOB
Hi-Teen Show
WEBR, Buffalo, N. Y.
WELSH, DICK
WHAK, Rogers City, Mich.
WENDELL, BILL
Stage A Number
DuMont
WENSTROM, SAM
WFAM, St. Cloud, Minn.
WESLEY, PETE
Juke Box Review
WMLS, Sylacauga, Ala.
WEST, WAYNE
Biggest Show in Town
WMBD, Peoria, Ill.
WESTON, BILL
WRIB, Providence, R. I.
WHEDBEE, WM.
KGU, Honolulu, Hawaii
WHEELER, DICK
KCUL, Fort Worth, Tex.
WHEELOCK, HOWARD
WKAM, Warsaw, Ind.
WHITAKER, EUGENE
WREV, Reidsville, N. C.
WHITAKER, JIM
Farm & Home Program
WWVA, Wheeling, W. Va.
WHITE, DICK
KGWA, Enid, Okla.
WHITE, DUANE
KTAC, Tacoma, Wash.
WHITE, MAURY
KGHL, Billings, Mont.
WHITE, MORGAN
Whirl Em with White
KVNU, Logan, Utah
WHITEHEAD, BOB
WBAX, Wilkes-Barre, Pa.
WHITLEY, FRANK
KCOW, Alliance Neb.
WHITIS, ED
KRLD, Dallas, Tex.
WHITMORE, TOM
Mr. Music
WWCA, Gary, Ind.
WICKER, IRENE
Little Ladies Party
DuMont
WICKERSHAM, HARRY
Range Rhythms
KSAN, San Francisco, Cal.
WIDDER, DAVID
WDAF, Kansas City, Mo.
WILDER, LEE
Morning Moods
WMIK, Middleboro, Ky.
WILCOX, HARLOW
Suspense
CBS Radio
WILCOX, JOHN
WIP, Phil., Pa.
WILKIE, JACK
CFAR, Flin Flon, Manitoba
WILKERSON, JOE
KVIM, New Iberia, La.
WILKINS, PAT
KGW, Portland, Ore.
WILLARD, HAL
Homemaker's Harmonies
WHIR, Danville, Ky.
WILLIAMS, ALUN
WMCA, New York, N. Y.
WILLIAMS, BILL
Matinee Playhouse
WILK, Wilkes-Barre, Pa.
WILLIAMS, BOB
WHO, Des Moines, Iowa
WILLIAMS, BOB
Where Was I?
DuMont
WILLIAMS, CHARLIE
Mailbag
WJAG, Norfolk, Neb.
WILLIAMS, DANNY
Danny Williams Show
WKY-TV, Oklahoma City, Okla.
WILLIAMS, DICK
WKID, Urbana, Ill.
WILLIAMS, DICK
WCKY, Cincinnati, O.
WILLIAMS, GORDON
KWYO, Sheridan, Wyo.
WILLIAMS, JERRY
What's On Your Mind
WKDN, Camden, N. J.
WILLIAMS, JIM
KTRH, Houston, Texas
WILLIAMS, JOHNNY
WSFT, Thomaston, Ga.
WILLIAMS, LES
Wake Up with Williams
WWGP, Sanford, N. C.
WILLIAMS, TROY
WREV, Reidsville, N. C.
WILLIAMS, VERNE
Cinderella Weekend
WBZ, Boston, Mass.
WILLIAMSON, JOHN
KWPC, Muscatine, Iowa
WILLIS, CLIT
WIMA, Lima, O.
WILLIS, JIM
KBLI, Blackfoot, Idaho
WILLISON, TOM
WKGN, Knoxville, Tenn.
WILLMA, CHUCK
WJON, St. Cloud, Minn.
WILLS, HARRY
WHLB, Virginia, Minn.
WILSON, BOB
WHO, Des Moines, Iowa
WILSON, BUD
WKXL, Concord, N. H.
WILSON, CHUCK
Wilson's Wax Works
WBVP, Beaver Falls, Pa.
WILSON, DON
Jack Benny Program
CBS
WILSON, ED
WWNR, Beckley, W. Va.
WILSON, GEORGE
Open House
CKFH, Toronto
WILSON, JOHN
WEAV, Plattsburg, N. Y.
WILSON, JOHN J.
Wack's Museum
WFTC, Kinston, N. C.
WILSON, READ
WWNC, Asheville, N. C.
WILSON, STUART
KBIG, Avalon, Cal.
WINN, BERT
KYA, San Francisco, Cal.
WINTER, CHARLES
KRAI, Craig, Colo.
WINTERS, GEORGE
WCKY, Cincinnati, O.
WISE, EDDIE
WEBQ, Harrisburg, Ill.
WOLF, JOHN ALLEN
WSFA, Montgomery, Ala.
WOLFE, BOB
WHKC, Columbus, Ohio
WOOD, ROY
WIBC, Indianapolis, Ind.
WOOD, STAN
WTTV, Bloomington, Ind.
WOODROW, BOB
WWSO, Springfield, Ohio
WOODS, CHARLES W.
Your Land and Mine
Life Begins at 80
ABC
WOODWARD, LEROY
WVJS, Owensboro, Ky.
WOODWARD, QUENTIN
KBST, Big Spring, Tex.
WOODWARD, ROSS
KDSH, Boise, Idaho
WOODY, FLOYD
WGRO, Bay City, Mich.
WOOTEN, DON
WHBF-TV, Rock Island, Ill.
WOOTTEN, BILL
WIRC, Hickory, N. C.
WOOTEN, JOHN
WIRK, West Palm Beach, Fla.
WRIGHT, BILL
WPIN, St. Petersburg, Fla.
WRIGHT, JEFF
Early Listening
WKCT, Bowling Green, Ky.
WRIGHT, NAT
WEEU, Reading, Pa.
WRIGHT, ROBERT
WJIM, Lansing, Mich.
WRIGHT, SPEC
WRBL, Columbus, Ga.
WUSSOW, GEORGE
KVCV, Redding, Cal.
WYDLER, BILL
KGNG-TV, Amarillo, Texas
WYLIE, BOB
WAKR, Akron, Ohio
WYMER, JACK
Man on the Street
WING, Dayton, O.

— Y —

YAGER, DOYLE
WPEO, Peoria, Ill.
YELLAND, STARR
KOA, Denver, Colo.
YOCAM, JOE
KFWB, Los Angeles, Calif.
YOUNG, AL
WCMA, Corinth, Miss.
YOUNG, HENRY PRESTON
WHLF, South Boston, Va.
YOUNG, L. N., JR.
KBST, Big Spring, Tex.
YOUNT, CHUCK
WKBV, Richmond, Ind.
YOST, JACK
WFLO, Farmville, Va.

— Z —

ZAK, JOE
KTRH, Houston, Texas
ZIMMERMAN, DAVID
WWJ-TV, Detroit, Mich.
ZIMMERMAN, HARRY
KEYD, Minneapolis, Minn.

AL GOODMAN

GENERAL MUSICAL DIRECTOR
COLGATE COMEDY HOUR — NBC-TV

★

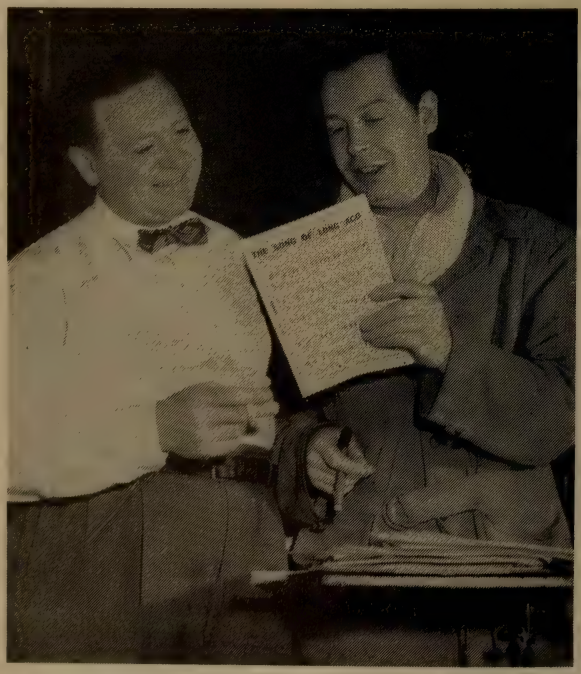
Al Goodman and His Orchestra
Musical Album
NBC

★

Exclusive RCA-Victor Recordings

ALLEN ROTH

Musical Conductor
MILTON BERLE SHOW



ORCHESTRA LEADERS MUSICAL CONDUCTORS and ORGANISTS

RADIO AND TELEVISION

—their work during 1952

☆

— A —

ABBOTT, WALT
KCSB, San Bernardino, Cal.

ACKLEY, WAYNE
KRNT, Des Moines, Iowa

ADKINS, ROBERT D.
KBKH, Pullman, Wash.

AJELLO, JEFF
CKOK, Penticton, B. C.

ALBERT, EUG.
CJFP, Riviere du Loup Quebec

ALLEN, JAMES
WTJS, Jackson, Tenn.

ANDREWS, EARL
WAUD, Auburn, Ala.

ARCHER, DON
KWHN, Ft. Smith, Ark.

ARD, WILBUR
WFAA, Dallas, Texas

ARGERSINGER, JACK
WCSS, Amsterdam, N. Y.

ARMBRUSTER, ROBT.
Western Division, NBC, RCA Victor, Red Seal Records

ARMSTRONG, BERNIE
KDKA, Pittsburgh, Pa.

ARMSTRONG, ORMA
CHOK, Sarnia, Ont.

ARTHUR, DOUG
WIBG, Philadelphia, Pa.

ATTEBERRY, MONA
KCOL, Fort Collins, Colo.

AYRES, NORMAN V.
WCSH, Portland, Maine

— B —

BAKER, DEAN
KCRS, Midland, Texas

BALDWIN, BILL
KSO, Des Moines, Iowa

BANCROFT, PIERSON
KTAR, Phoenix, Ariz.

BANKS, MARGARET
WBIG, Greensboro N. C.

BANN, R. T.
KWSO, Wasco, Cal.

BANNON, ROBERT J.
WSKI, Montpelier, Vt.

BARAN, HARRY
WVEC, Hampton, Va.

BARDO, LYLE
KFRC, San Francisco, Cal.

BARLOW, HOWARD
The Voice of Firestone
NBC, NBC-TV

BARRON, JOHN
CFGP, Grande Prairie, Alta.

BARTON, JOHN
WHOW, Clinton, Ill.

BARTY, BILLY
James Melton, NBC-TV; Milton Berle, NBC-TV; Your Hit Parade, ABC-TV; Ken Murray, CBS-TV; Frank Sinatra, CBS-TV

BASS, ED
WMJM, Cordele, Ga.

BASS, FRED
CKWX, Vancouver, B. C.

BAUGH, GENE
WBAP-TV, Ft. Worth, Tex.

BAXTER, LEO
WBOW, Terre Haute, Ind.

BEALS, RAY H.
KVOB, Great Bend, Kansas

BENNETT, GENE
WJIG, Tullahoma, Tenn.

BENNETT, WM.
TV Screen Test
WNHC-TV, New Haven, Conn.

BERCOVITZ, ABE
KGW, Portland, Ore.

BERESFORD, CHARLES
WCCP, Savannah, Ga.

BERK, SAMMY
WSRS, Cleveland, Ohio

BERQUIS, WHITEY
Design For Listening
National Farm & Home Hour
NBC

BERVE, NANCY
KFEL, Denver, Colo.

BIISKE, ROBERT F.
WNEB, Worcester, Mass.

BINGHAM, PETE
WJOI, Florence, Ala.

BIRD, CHARLES, JR.
WKBZ, Muskegon, Mich.

BISHOP, BETTY
WLBG, Laurens, So. Car.

BLACK, FRANK
Ford Festival Time
NBC-TV

BLANK, RALPH
WJJD, Chicago, Ill.

BLEDSOE, ALMA
KHBG, Okmulgee, Okla.

BLEYER, ARCHIE
Arthur Godfrey Morning Show
Arthur Godfrey And His Friends
CBS-TV

BOISJOLI, JACQUES
CKAC, Montreal

BOISVERT, LOUIS A.
WBRY, Waterbury, Conn.

BOLENDER, RICHARD
WBRK, Pittsfield, Mass.

BOON, HARRY
CJCA, Edmonton, Alta.

BOONE, RUTH
KICA, Clovis, N. M.

BORTEL, CLAUDE
WSYR, WSYR-TV, Syracuse, N. Y.

BOVERO PHIL
KGO-TV, San Francisco, Ca.

BOWER, RICHARD W.
WWPA, Williamsport, Pa.

BOERS, FERN
WPPA, Pottsville, Pa.

BOYER, MARTHA
KCOW, Alliance, Neb.

BRADE, WILLIAM P.
WEDC, Chicago, Ill.

BRADLEY, OSCAR
We, The People
NBC-TV

BRAY, EDITH
KVKM,, Monahans, Tex.

BRENNER, JOHN
WBMS, Boston, Mass.

BRESTOFF, PHIL
Starlit Stairway
WXYZ, WXYZ-TV, Detroit, Mich.

BRIGHT, WELDON
KGNC, KGNC-TV, Amarillo, Texas

BRINKLEY, J. B.
WBAP-TV, Ft. Worth, Tex.

BRINKMAN, HELEN
WDLB, Marshfield, Wis.

BRISTOWE, BRUCE
CFAC, Calgary, Alta.

BRITTAIN, HERBERT
CKRC, Winnipeg, Man.

BROWN, DENNIS N.
WBGR, Jesup, Ga.

BROWN, LES
The Bob Hope Show
Colgate Comedy Hour
NBC, NBC-TV

BROWN, NOLWOOD
WFRP, Savannah, Ga.

BRUCE, PEG
KQV, Pittsburgh, Pa.

BRYAN, GIL
WTNS, Coshocton, O.

BUCK, GEO. A., JR.
WJNO, West Palm Beach, Fla.

BUILEMA, ROBERT
WFUR, Grand Rapids, Mich.

BUNCH, GLENN
WMAR-TV, Baltimore, Md.

BUNN, NEAL
KNEA, Jonesboro, Ark.

BURGESS, JACK
KFYO, Lubbock, Texas

BURHAM, BOBBY
KLVT, Levelland, Tex.

BURKE, JOE
WSCR, Scranton, Pa.

BURLESON, BERNEY
WETB, Johnson City, Tenn.

BURT, GARLAND
WLAK, Lakeland, Fla.

BUTLER, JANE
WGBS, Miami, Fla.

BUTTERS, HARLEY
WROK, Rockford, Ill.

BUTTZ, CHARLENE
WIRE, Indianapolis, Ind.

— C —

CALABRESE, RAY
WHIM, Bloomsburg, Pa.

CAMPBELL, WILLARD
WHIO, Dayton, Ohio

CAMPBELL, WISHART
CFRB, Toronto, Ont.

CAMPEN, LARRY
KYA, San Francisco, Cal.

CANDY, ERIC
CFRN, Edmonton, Alta.

CANTELLI, QUIDO
NBC Symphony
NBC

CARLEW, JIM
WPIN, St. Petersburg, Fla.

CARPENTER, ETHEL M.
WDBQ, Dubuque, Iowa

CARROLL, GEORGE
WEEU, Reading, Pa.

CARTR, FREDA
KAMD, Camden, Ark.

CARTER, RAY
Arthur Murray Party
DuMont

CASEY, JEWEL
WSAV, Savannah, Ga.

CAWLEY, BOB
Matinee
KOTV, Tulsa, Okla.

CHASINS, ABRAM
WQXR, New York, N. Y.

CHEESMAN, A.
WGBB, Freeport, N. Y.

CLARK, ALLAN
WKY, WKY-TV, Oklahoma City, Okla.

CLAUSER, JOSEPH
Hymn Time
WFBM-TV, Indianapolis, Ind.

CLEAVER, MARSHALL S.
WKAP, Allentown, Pa.

COGGSHALL, A. O.
WGY, Schenectady, N. Y.

COLLINS, ART
CHUM, Toronto, Ont.

COLLINGSWORTH, JACK
WLAG, LaGrange, Ga.

COLLINS, DOROTHY
WITZ, Jasper, Indiana

COLLINS, JERRY
WNOX, Knoxville, Tenn.

COMISKEY, LILLIE MAE
KWFT, Wichita Falls, Texas

CONCIE, BOB
KALE, Richland, Wash.

CONROY, ELIZABETH
KRAI, Craig, Colo.

CONWAY, DOT
WMGY, Montgomery Ala.

COOKE, LUCILLE
KLIF, Dallas, Texas

COOLEY, JOHN
WEAM, Arlington, Va.

COOLEY, SPADE
B. Grand, Oklahoma; Spade Cooley Show, KYLA

CORRINGTON, BILL
KENT, Shreveport, La.

ARCHIE BLEYER

CORRINGTON, JAY
WATA, Boone, N. C.

COSTA, JOHN
WDTV, Pittsburgh, Pa.

COURTNEY, DEL.
KPIX, San Francisco, Cal.

COVINGTON, BUDDY
KNUZ, Houston, Tex.

CRAMER, DOUG
KGIL, San Fernando, Cal.

CROMWELL, VIRGINIA
KFDA, Amarillo, Texas

CROOK, GEORGE
Organ Recital
NBC

CROSBY, BOB
B. Aug. 23, 1913, Spokane, Washington; "Club 15," CBS; Jack Benney Show, CBS-TV

CUSICK, PHIL
WBAX, Wilkes-Barre, Pa.

CUTRIGHT, PEGGY
WRAY, Princeton, Ind.

— D —

DAHLSTROM, EARL
Tip Off On Sports
KRJF, Miles City, Mont.

DAHLVIG, J. I.
WLDY, Ladysmith, Wis.

DALTON, OWEN
WLBJ, Bowling Green, Ky.

DANNA, VIC
WEBR, Buffalo, N. Y.

DAUGHERTY, STAN
KMOX, St. Louis, Mo.

DAVIS, EARL
WBOK, New Orleans, La.

DAVIS, GEORGE
WRBL, Columbus, Ga.

DAVIS, GLENN
KULF, Alpine, Tex.

DeBENEDETTO, EDITH
WBBW, Youngstown, O.

DEEGAN, MICHAEL
WJMJ, Phila., Pa.

DeLAND, FREDDIE
Dinner Date
WAGA-TV, Atlanta, Ga.

DeLUGG, MILTON
Breakfast with Music
WNBT, New York

DEMAREST, MARY ANN
WABY, Albany, N. Y.

DENNIS, GENE
WVOM, Boston, Mass.

DeREMER, LIONEL H.
WBCM, Bay City, Mich.

DeSTEFANO, HELEN
WPTR, Albany, N. Y.

DEUEL, LES
WOKO, Albany, N. Y.

De VOL, FRANK
Jack Smith, Dinah Shore—Ginny Simms Show, CBS-Radio; Frank De Vol Show

DIA, DICK
WOV, New York, N. Y.

DICKEY, GENE
WSPD, Toledo, O.

DOHERTY, ED
WBIP, Booneville, Miss.

DONALDSON, EARL
KALL, Salt Lake City, Utah

AL RICKEY

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MR. KEEN — 9 Years

KIDDIE LAND RECORDS

DECCA RECORDS

—o—

Formerly Musical Director

for

HAMMERSTEIN MUSIC HALL

MANHATTAN MERRY-GO-ROUND

WALTZ TIME

ESSEX HOUSE
Jersey City, N. J.
JOurnal Square 5-9794

DOOP, BETTY JEAN
KITO, San Bernardino, Cal.
DRAKE, MILDRED
WMTC, Vanceve, Ky.
DRESDEN, CHUCK
KPRL, Paso Robles, Cal.
duBOIS, CHARLES
KBMY, Billings, Mont.
DUDLEY, ALLEN
WFIN, Findlay, Ohio
DUPREE, BOB
WGBR, Goldsboro, N. C.
DURAN, KEN
KXYZ, Houston, Tex.
DWELLEY, DALE
KSUE, Susanville, Cal.

— E —

EARLY, GERTRUDE
WJMA, Orange, Va.
ECKFORD, RAY
CKGB, Timmins, Ont.
EDGES, CLARENCE
WBAY, Green Bay, Wis.
EDMONDSON, NEAL
KSBW, Salinas, Cal.
ELLIS, JANET
WALB, Albany, Ga.
ELLSWORTH, JACK
WALK, Patchogue, N. Y.
EMERSON, BYRON
WWHG, Hornell, N. Y.
EMMEL, JOHN
KEX, Portland, Ore.
ENGLISH, RANDOLPH S.
WTRY, Troy, N. Y.
EPPEL, R. V.
KORN, Mitchell, S. Dak.
ETTERS, CLARENCE
WBT, Charlotte, N. C.
EVANS, SUE
KWEN, West Memphis, Ark.
EVRSOLE, JACK
WKCT, Bowling Green, Ky.
EXUM, LORETTA
WDAK, Columbus, Ga.

— F —

FEAREY, JACK
KVOS, Bellingham, Wash.
FELTER, RUTH
WDLA, Walton, N. Y.
FESSLER, JEAN
WTAD, Quincy, Ill.
FIELDING, JERRY
Jerry Fielding Show
KNXT, Hollywood, Cal.
FINELLI, CARLENE
KTRN, Wichita Falls, Tex.
FINN, MICHAEL
WEOA, Evansville, Ind.
FITCH, MARCIE
KGIN, Glenwood Springs, Colo.
FITZSIMMONS, PAUL
CKOC, Hamilton, Ont.
FORMA, DICK
KBOX, Modesto, Cal.
FOWLER, BOB
KBOR, Brownsville, Tex.
FRANKLIN, HUGH
WLCR, Torrington, Conn.
FRIAR, CHARLES E.
WGIV, Charlotte, N. Carolina
FRIELING, JAMES J.
WXRA, Buffalo, N. Y.
FRIENDLY, LEONARD
KSL, Salt Lake City, Utah
FRITZ, HAROLD
WKBI, St. Mary's, Pa.
FRYE, J. ALLEN
KBKI, Alice, Texas
FUKUHARA, WM.
KULA, Honolulu, Hawaii
FULKS, MOZELLE
KVSM, San Mateo, Cal.
FULLER, LORENZO
Kiddie Kollege
DuMont
FULTON, ROBERT
KERG, Eugene, Ore.

— G —

GAGNE, ALINE
CKCL, Matane, Que.
GALLICCHIO, JOSEPH
Big City Serenade
NBC
GANTTER, RAYMOND
WFBL, Syracuse, N. Y.
GARDINER, RUTH
WLEA, Hornell, N. Y.

EARL
SHELDON

Musical Director

EMBASSY CLUB

starring

MINDY CARSON

HENRY "HANK" SYLVERN
Director of Music
MU. 8-6600

GARRETT, MERLE
WGBA, Columbus, Ga.

GART, JOHN
Paul Winchell-Jerry Mahoney, WNBT; Chance of a Lifetime, ABC-TV; Balance Your Budget, WCBS-TV

GASQUE, KENNETH
WJAY, Mullins, S. C.

GEER, SANDY
WALT, Tampa, Fla.

GEISLER, BETTY
WCPO, Cincinnati, O.

GERNETZKE, HOWARD
WSAU, Wausau, Wis.

GEYER, BILLY
WFDF, Flint, Michigan

GIBBONS, FRED
KTRH, Houston, Texas

GIBSON, DOROTHY
KFPW, Fort Smith, Ark.

GIERSDORF, RIP
KRLD, Dallas, Tex.

GIRARD, RAE
Tee Vee Jamboree
WAAM, Baltimore, Md.

GITZ, JEAN
KRDO, Colorado Springs, Colo.

GLYNN, JOHN
WIRA, Ft. Pierce, Fla.

GODFREY, BARBARA
WMAZ, Macon, Ga.

GODLING, G.
CJSO, Sorel, Que.

GOLDBERG, LOUIS
WCOP, Boston, Mass.

GOODMAN, AL
"Colgate Comedy Hour," NBC-TV; "Al Goodman Musical Album," NBC-Radio

GORDON, LLOYD P.
WESB, Bradford, Pa.

GOULD, DOROTHY
WJNC, Jacksonville, N. Car.

GOW, ART
KLZ, Denver, Colo.

GRAHAM, ELLEN
KWTZ, Waco, Texas

GRANVILLE, BILL
KOIL, Omaha, Neb.

GRASSO, FRANK
WFLA, Tampa, Fla.

GRAY, MITCHELL
WJPA, Washington, Pa.

GREEN, BERNARD
Top Guy
Melody Highway
Valentino
ABC

GREEN, JANE
KIUP, Durango, Colo.

GREENE, SHERRIE
WIS, Columbia, S. C.

GREGORY, WILLIAM
WTVH, Peoria, Ill.

GRIBBEN, ROBERT
KDTH, Dubuque, Iowa

GRIEB, HERBERT
WILD, Birmingham, Ala.

GROULX, AURELE
CKCH, Hull, Que.

GUDDENDORF, KATHLEEN
WMRO, Aurora, Ill.

GUDENBERG, MARTIN
KIXL, Dallas, Texas

— H —

HAACKE, LAUREN
KDIX, Dickinson, N. D.

HACKETT, RAY
KCBS, San Francisco, Cal.

HALEY, PAT
WMCK, McKeesport, Pa.

HANSEN, EARLE BARR
WIOD, Miami, Fla.

HARLING, HUGH
KVEC, San Luis Obispo, Cal.

HARMON, CLARICE
WMON, Montgomery, W. Va.

HARPER, MARGE
KMUS, Muskogee, Okla.

HARRIMAN, PAUL J.
WLAW, Boston, Mass.

HARRIS, JACK
KGCU, Mandan, N. D.

HARRISON, GUY FRASER
Oklahoma Symphony
Mutual

HART, JOAN
WICA, Ashtabula, O.

HARTEL, PATRICIA
WBIZ, Eau Claire, Wis.

HARVEY, MARY
WGEM, Quincy, Ill.

HATCH, WILBUR
KNX, Los Angeles, Cal.

HATHAWAY, LEN
WENE, Binghamton-Endicott, N. Y.

HAVEN, BROOK
KRAL, Rawlins, Wyo.

HAVENS, WADE
KLMR, Lamar, Colo.

HAVERSTICK, CHARLOTTE
WWIN, Baltimore, Md.

PAUL TAUBMAN
MUSICAL DIRECTOR
BOB AND RAY
TRUE DETECTIVE
PERRY MASON
BENJ. MOORE PAINT SHOW
PENTHOUSE SERENADE
VOICE OF AMERICA
RCA VICTOR RECORDING ARTIST

VICTOR
YOUNG

HAWLEY, SHERWOOD
WCHA, Chambersburg, Pa.
HAYES, GARY
KYMA, Yuma, Ariz.
HAYS, REX
WNAX, Yankton, S. D.
HEINES, SHIRLEY
WIPS, Evansville, Ind.
HELLING, JACK
KTLN, Denver, Colo.
HENKE, CARL
WCMB, Harrisburg, Pa.
HENLEY, HAROLD
WOPI, Bristol, Va.
HENNINGER, GEORGE
Whispering Streets
Homemaker's Jamboree (TV)
Valentino
ABC
HETRICK, PHYLLIS
KCBQ, San Diego, Cal.
HEULE, BILL
WSFT, Thomaston, Ga.
HIATT, PAUL
Pat's Open House
WTVN, Columbus, O.
HILL, J.
KLIX, Twin Falls, Idaho
HILL, ROBERTA
WBSM, New Bedford, Mass.
HILTON, FREDA
WLOF, Orlando, Fla.
HIXSON, GLEN
WJAG, Norfolk, Neb.
HOBBIE, CHARLES D.
KWBC, Ft. Worth, Texas
HOGAN, HARLAN
WSBT, South Bend, Indiana

HOGAN, JIM
Jim Deline Gang
WSYR-TV Syracuse, N. Y.
HOLT, LEAH
KWJJ, Portland, Ore.
HOLTON, FRANK
CKPC, Brantford, Ont.
HOPKINS, RAYMOND
WIBC, Indianapolis, Ind.
HORRIGAN, ALBERT F.
KFGO, Fargo, N. D.
HORSLEY, ROBERT
WMC, Memphis, Tenn.
HOUSTON, ED
CKEY, Toronto, Ont.
HOWARD, BRYCE
KSVP, Artesia, N. M.
HOWARD, CAMMIE
CKOY, Ottawa, Ont.
HOWELL, BERNIE
KCBD, Lubbock, Texas
HOYT, HELEN
KOEL, Oelwein, Iowa
HUBBARD, HENRY M.
KVOA, Tucson, Arizona
HUGH, IVOR
WCCC, Hartford, Conn.
HULL, JOY
KCID, Caldwell, Idaho
HUMPHREY, HARVEY
WPAT, Paterson, N. J.
HUNDLEY, ALLEN JR.
KDSX, Denison, Tex.
HURWITZ, ZIGGY
Money to Burn
WBTV, Charlotte, N. C.

— J —

JACKSON, MAURICE
WVKO, Columbus, O.
JACKSON, SARA F.
WSPC, Anniston, Ala.
JENKINS, GORDON
Royal Showcase
NBC TV
JENKINS, POLLY
WDEV, Waterbury, Vt.
JENSEN, BYRON
KOVO, Provo, Utah
JEROME, JERRY
WPIX, New York
JESTER, SHIRLEE
WKRC-TV, Cincinnati, O.
JOHNSTON, EDDIE
WTRF, Bellaire, Ohio
JONES, BARBARA
KEYS, Corpus Christie, Texas
JONES, ROBERT S.
KCMO, Kansas City, Mo.
JOPLIN, JAY
WIEL, Elizabethtown, Ky.
JORDEN, ED
WNOK, Columbia, S. C.
JOSEPH, AL
WCBT, Roanoke Rapids, N. C.
JOYNER, GORDON
WPEO, Peoria, Ill.
JOYNES, DUFF
WNOR, Norfolk, Va.

— K —

KALER, RANDALL
WFAS, White Plains, N. Y.
KANOY, PEG
WSAT, Salisbury, N. Car.

MURRAY ROSS

MUSICAL DIRECTOR — ORGANIST

NEWSSTAND THEATRE

THE CONTINENTAL

DREAM HARBOR

TOP GUY

CHARLES PAUL

Conductor - Composer

KATIMS, MILTON
NBC Symphony
NBC
KAYE, JIMMY
KTHT, Houston, Texas
KAYE, SAMMY
Sammy Kaye's Sunday Serenade
NBC
KEEFE, PAUL H.
WOTW, Nashua, N. H.
KELLOGG, JOHN
WMBG, Richmond, Va.
KELLY, JIM
WROY, Carmi, Ill.
KELTON, LEE
WJAS, Pittsburgh, Pa.
KENTON, STAN
Stan Kenton Concert
NBC
KERN, GENETA
WKBV, Richmond, Ind.
KIEL, ERWIN
KHUB, Watsonville, Cal.
KILEY, JOHN
WMEX, Boston, Mass.
KING, JAMES C.
WKGN, Knoxville, Tenn.
KING, PEE WEE
King And Orchestra
NBC
KING, WALLACE
WATR, Waterbury, Conn.
KIPEN, MAURICE
Blue Room
WTMJ, WTMJ-TV, Milwaukee, Wis.
KISTLER, JACK
WPFB, Middletown, O.
KLECKNER, TOM A.
KDAC, Fort Bragg, Cal.
KLINGER, EDITH
WFVD, L. A., Cal.
KNIGHT, FRANK
WARE, Ware, Mass.
KNICK, WALTER
WBNS-TV, Columbus, O.
KOENIG, MARJORIE
WMT, Cedar Rapids, Iowa
KOTTLER, MISCHA
WWJ-TV, Detroit, Mich.
KRAUSS, MILTON
Live Like a Millionaire
ABC
KREHBIEL, MEL H.
WCBC, Anderson, Ind.
KRIEGER, ED
WSOO, Sault Ste. Marie, Mich.
KRUEGER, RALPH
WJJL, Niagara Falls, N. Y.
KUHN, JOHN J.
WKIP, Poughkeepsie, N. Y.

— L —

LANDIS, PATTY
KIOA, Des Moines, Iowa
LANE, HAZEL
KROW, Oakland, Cal.
LANG, SID
WIND, Chicago, Ill.
LARSEN, BILL
KISD, Sioux Falls, S. Dak.
LaTULIPPE, DON
WJDA, Quincy, Mass.
LAUDEMAN, PETE
WDSU-TV, New Orleans, La.
LAVALLE, PAUL
Cities Service Band of America
NBC
LAWRENCE, ANNA MAY
WFBM-TV, Indianapolis, Ind.
LAWRENCE, ELLIOTT
Guide Right
DuMont
LAWRENCE, MILTON
WSGN, Birmingham, Ala.
LEA, ROD
WWOD, Lynchburg, Va.
LEALI, LEE
WTOL, Toledo, O.
LEE, MEL
KTTR, Rolla, Mo.
LEIBERT, RICHARD
Organist
NBC
LENHORR, HENRY
KWED, Seguin, Tex.
LEON, MAX M.
WDAS, Phil., Pa.
LEONARD, BOB
WMMN, Fairmont, W. Va.
LEVERETT, LULA MAE
WVOP, Vidalia, Ga.
LEVEY, HAROLD
Theatre Guild On The Air
NBC
LEVIN, SYLVAN
WOR, New York City
LEVINE, HENRY
Chamber Music Society of Lower Basin Street
NBC
LEWIS, ROBERT
WHBQ, Memphis, Tenn.

FRANK DeVOL
MUSICAL CONDUCTOR
COMEDIAN
MCA

ROBERT ARMBRUSTER
Musical Director
NBC Western Division
RCA-VICTOR
RED SEAL RECORDS
Management
ART RUSH, Inc.

LILLICO, DOUGLAS O.
WFOL, Elyria, O.
LOE, THOMAS J.
WTJH, East Point, Ga.
LOESCH, RITA
WLRP, New Albany, Ind.
LOFTESNESS, RAY
KSOO, Sioux Falls, S. Dak.
LOMBARDO, GUY
Your Hit Parade, NBC
LONG, EDITH
WLCM, Lancaster, S. C.
LOOS, JACK
WOWO, Ft. Wayne, Ind.
LOOSE, CARL L.
WBLK, Clarksburg, W. Va.
LORD, EDWIN J.
WDBO, Orlando, Fla.
LOUGHMAN, GERALD
WREB, Holyoke, Mass.
LOWERY, GENE
WVLN, Olney, Ill.
LOVEJOY, GORDON
WRNO, Orangeburg, S. C.
LUDWICK, JEAN
WFOM, Marietta, Ga.
LYNCH, DARRELL
KUKI, Ukiah, Cal.
LYNN, JACK
WCAV, Norfolk, Va.

— Mc —

McCARL, ROBERT S.
KLIQ, Portland, Ore.
McCLUNEY, BETTY
WGAD, Gadsden, Ala.
McCULLEY, JOE
WSNJ, Bridgeton, N. J.
McCUTCHEON, KEN
WIKY, Evansville, Ind.
McGEEHAN, MARY
WTUX, Wilmington, Dela.
McGILL, MILDRED
WMIX, Mt. Vernon, Ill.
McGRATH, MARGARET E.
KOWH, Omaha, Neb.
McHALE, LARRY
KALB, Alexandria, La.
McHUGH, PAT
KRUL, Corvallis, Ore.
McKAY, ANNE
WGAF, Valdosta, Ga.
McKINLAY, LYNN
KSL-TV, Salt Lake City, Utah
McKINNEY, ALENE
KFAB, Omaha, Neb.
McLARTY, SARAH
KELL, El Dorado, Ark.
McLEAN, DON
KFYR, Bismarck, N. D.
McNEIL, IDA A.
KGFX, Pierre, S. Dak.

— M —

MACK, JOHNNY
KWOA, Kennett, Mo.
MACKEY, J. WRIGHT
WRAK, Williamsport, Pa.
MAIN, RALPH E.
KYGN, Glendive, Mont.
MALTHOUSE, PEGGY
CHAB, Moosejaw, Sask.
MANNING, JUNE
WPLH, Huntington, W. Va.
MANSFIELD, ROGER
WKTG, Thomasville, Ga.
MANTOVANI
Music By Mantovani
NBC
MAPES, MARIAN
WFAA, Dallas, Texas
MARCOTTE, DON
WMAQ, Chicago, Ill.
MARTIN, DUDE
Dude Martin Show
KTTV, Los Angeles, Cal.
MARTIN, JOHN
KLIZ, Brainerd, Minn.
MATEER, MARY
WJEJ, Hagerstown, Md.
MAUGANS, BILL
WBBZ, Ponca City, Okla.
MAYEUX, JULES
WJBO, Baton Rouge, La.
MAYFIELD, ALICE
WSFA, Montgomery, Ala.
MELANSON, PAUL
WVAM, Altoona, Pa.
MERCHANT, BILL
WMUS, Muskegon, Mich.
MERRIMAN, BERNARD V.
KVNI, Coeur D'Alene, Idaho
MERRITT, EDWARD L., JR.
WARC, Rochester, N. Y.
MESERVY, NORMAN
WOLF, Syracuse, N. Y.
METCALFE, ROBERT
WOHI, East Liverpool, Ohio
METCHNEK, WILLIAM
WCCO-TV, Minneapolis, Minn.
MICHAELSON, EDWARD
WBNX, New York, N. Y.
MILLER, ARNOLD B.
WSBC, Chicago, Ill.
MILLER, CLIFF
KBUC, Corona, Cal.
MILLER, HARRISON A.
KIT, Yakima, Wash.
MINER, CHAS.
WMIA, Caguas, P. R.
MOFIELD, RAY
WPAD, Paducah ,Ky.
MONROE, VAUHGN
The Camel Caravan
The Vaughn Monroe Show
NBC
MOORE, A. RAYMOND
WHUM, Reading, Pa.
MORGAN, JIM
WHAY, New Britain, Conn.
MORGAN, WAYNE
WMFR, High Point, N. C.
MOSENA, RICHARD
KHUR, Burlington, Iowa
MOSER, CLYDE
WTAR, Norfolk, Va.
MULLEN, DAN
WLAV, Grand Rapids, Mich.
MULVANEY, DON
KROX, Crookston, Minn.
MUNRO, BILLY
CKVL, Verdun
MURFF, FRED
WLAC, Nashville, Tenn.
MURRAY, HUGH
KYOS, Merced, Cal.
MUSIC, MARY
WCUE, Akron, O.

— N —

NAPIER, BILL
KCRC, Enid, Okla.
NASH, BARNES
WHIS, Bluefield, W. Va.
NATHANSON, MARTY
WMIS, Natchez, Miss.
NEAL, PAUL
WBNS, Cleveland, Ohio
NEARNS, JOE
Top O'Morning
KHBY, Newport, Ark.
NELMS, BILL
WTAX, Springfield, Ill.
NELSON, GENE
KFAM, St. Cloud, Minn.
NELSON, STAN
KITE, San Antonio, Texas
NELSON, WILFORD
WHSC, Hartsville, S. C.
NIDES, HARRY
WROL, Knoxville, Tenn.
NIEMI, WALT
WMBL, Morehead City, N. C.
NININGER, EVE
WDBJ, Roanoke, Va.
NIXON, GENE
WMSC, Columbia, S. C.
NOBLE, LEIGHTON
Bandstand Revue
KTLA, Los Angeles, Cal.
NORMAN, RALPH
Heritage
Nancy Craig (TV)
Valentino
ABC
NORRIS, JULIE
WNMP, Evanston, Ill.
NUTTALL, JANE
KSAN, San Francisco, Cal.

— O —

ODERMAN, ESTHER
WLIO, E. Liverpool, O.
O'HAGAN, VIRGINIA
WKRC, Cincinnati, O.
O'HARA, JANE
WQAN, Scranton, Pa.
O'NEILL, JOE
KVOO, Tulsa, Okla.
O'NEILL, MARTIN
WKXY, Sarasota, Fla.
OSBORNE, HAROLD
WMBD, Peoria, Ill.
OSBORNE, SHIRLEY
WINN, Louisville, Ky.
OSSER, GLENN
American Music Hall
Dancing Party
Paul Whiteman Teen Club
ABC
OTTERSON, LOUISE
WJVA, South Bend, Ind.
OUELLETTE, GRATIEN
WCOU, Lewiston, Maine
OVERSTREET, MAVIS
WSLS, Roanoke, Va.
OWEN, EMLYN
KXEL, Waterloo, Iowa

— P —

PAGE, DOROTHY
WPAY, Portsmouth, O.
PALM, BETTY LOU
WTOD, Toledo, O.
PALMER, GEORGE
WNHC-TV, New Haven, Conn.
PARADIS, GABRIEL
CHFA, Edmonton, Alta.
PARKER, LEONRE
KTFI, Twin Falls, Idaho
PARKER, ROBERT
KLRA, Little Rock, Ark.
PARRY, DAVE
WLAP, Lexington, Ky.
PATTERSON, LOUISE WARE
WFAU, Augusta, Maine
PAUL, CHARLES F.
B. New York City; Martin Kane, NBC; Mr. & Mrs. North, CBS; The Shadow, WOR; The American Trail
PAUL, SYD
WHOL, Allentown, Pa.
PAULSON, AL
WDGY, Minneapolis, Minn.
PAVEY, R.
WJLB, Detroit, Mich.
PAYTON, ERNIE
WSNJ, Bridgeton, N. J.
PEARCH, ERNIE
CKDA, Victoria, B. C.
PELLETIER, WILFRED
NBC Symphony
NBC

PETERS, WALLY
CJOR, Vancouver, B. C.
PFLEEGER, GEORGE C.
WJTN, Jamestown, N. Y.
PHELPS, AGNES
WNAV, Annapolis, Md.
PICKENS, CHARLES
WHBC, Canton, O.
PIERCY, FRED
KAFY, Bakersfield, Calif.
PILDNER, HENRY
WGAR, Cleveland, O.
PLAGENS, RAY
WFAA-TV, Dallas, Tex.
POMEROY, RICHARD
WILS, Lansing, Mich.
POOLE, LEE
WNAO, Raleigh, N. Carolina
POTT, WILLARD
WHK, Cleveland, O.
POTTER, BETH
KFRD, Rosenberg, Texas
POWELL, BOB
WDVA, Danville, Va.
POWELL, RICHARD
WTOP, Washington, D. C.
PRENTICE, CHARLES D., JR.
WHAI, Greenfield, Mass.
PRESSON, JAKE
WCRS, Greenwood, S. C.
PRESTON, LEW
KWOE, Clinton, Okla.
PRITCHARD, MARJORIE
WMPS, Memphis, Tenn.
PRITCHARD, PENELOPE
KFDM, Beaumont, Texas
PYM, H. V.
CKNX, Ontario

— R —

RAMEY, A. MAXWELL
CKBW, Bridgewater, N. S.
RAMIREZ, LUIS A.
WIPR, San Juan, P. R.
RANDALL, GORDIE
TV Showcase
WRGB, Schenectady, N. Y.
RANDOM, MICHAEL DOWN
KLX, Oakland, Cal.
RANNIE, THOMAS A.
CJAV, Port Alberni, B. C.
RASE, BILL
KCRA, Sacramento, Cal.
RAVEN, GEORGE C.
KSYC, Yreka, Cal.
REBEL, DELORES
WMAR-TV, Baltimore, Md.
RECORE, ARVIE
WLW-D, Dayton, O.
REDUS, JACK
KFKA, Greeley, Colo.
REEDER, CHAS.
WING, Dayton, O.
REGAN, BOB
WKNB, New Britain, Conn.
RENNER, FRANKIE
WADC, Akron, Ohio
REUTER, JOHN
WRCO, Richland Centre, Wis.
RHAME, RICHARD
WTND, Orangeburg, S. C.
RHODRIGUEZ, MILDRED
KJEF, Jennings, La.

RICKEY, AL
Mr. Keen—9 Years; Kiddie Land Records; Decca Records.

RILEY, LOMAN B.
WDYK, Cumberland, Md.
RILEY, RALPH
WHIZ, WHIZ-TV, Zanesville, O.
RIO, ROSA
My True Story
When a Girl Marries
Ted Malone
ABC

ROBARDS, CARY
WSIV, Pekin, Ill.
ROBERTS, DON
WKNE, Keene, N. H.
ROBINSON, FRANCES
WVMI, Biloxi, Miss.
ROESE, RAY
WRFO, Worthington, O.
ROHR, JACK
WCBM, Baltimore, Md.
RONGO, BARBARA
KTBC, Austin, Texas
ROSE, DAVID
The Red Skelton Show
NBC-TV

ROSS, MURRAY
Tales of Tomorrow, Dream Harbor, The Adventurer, ABC

ROSS, ROY
WNEW, New York City

ROTH, ALLEN
Milton Berle Show, NBC-TV

RUDOLPH, JOE
WAIT, Chicago, Ill.
RUMMINGER, BARBARA
WMUU, Greenville, S. C.
RUPP, ESSIE
WCKY, Cincinnati, O.
RUSSELL, BAZ
CJCH, Halifax, N. S.
RYAN, JAMES
KWPC, Muscatine, Iowa

— S —

SALTER, BOB
KDSH, Boise, Idaho
SALTER, HARRY
Name That Tune
NBC
SANDEFUR, BILL
WBTM, Danville, Va.

SANFORD, CHARLES
Your Show of Shows, NBC-TV

SARGENT, MICHAEL
WBIW, Bedford, Ind.
SASLAVSKY, NICHOLAS L.
WEVD, New York, N. Y.
SAUER, FLORENCE
CHVC, Niagara Falls, Ont.
SAVKO, BETH
WICC, Bridgeport, Conn.
SAXON, JIM
KRIC, Beaumont, Tex.
SCHARF, WALTER
The Phil Harris-Alice Faye Show
NBC
SCHEYING, VALERIE
WLAN, Lancaster, Pa.
SCHMUTX, FREDERICK H.
KVIC, Little Rock, Ark.
SCHORR, ARNOLD
WFEC, Miami, Fla.
SCHUMAKER, BETTY
KAYS, Hays, Kansas
SCHURR, BARBARA
WASL, Annapolis, Md.
SCOTT, ALICE
WCSC, Charleston, S. C.
SCOTT, BILL
WRLD, Lanett, Ala.
SCOTT, FRANK
WDAY, Fargo, N. Dak.
SCOTT, JACK
KPDN, Pampa, Texas
SCOTT, JEFF
WPWA, Chester, Pa.
SCOTT, KEN
WCNT, Centralia, Ill.
SCOTT, R. A. JR.
WBLT, Bedford, Va.
SCOTT, RAY
WZIP, Covington, Ky.

SCOTT, RAYMOND
Your Hit Parade
NBC-TV
SCOTT, SID
WPAC, Patchogue, N. Y.
SEESE, LUCILLE
KEAR, San Mateo, Cal.
SELBY, NELSON
WBEN, Buffalo, N. Y.
SEMMENS, JO ANN
WACB, Kittanning, Pa.
SERRA, LOUIS
WEIR, Weirton, W. Va.
SHEAN, EARL J.
WJAR, Providence, R. I.

SHELDON, EARL
Musak Associated Transcriptions; Fashion Magic, CBS-TV; Embassy Club

SHERWOOD, BOBBY
Texaco Star Theatre
NBC-TV

SHIELDS, ROY
Promenade Concert
NBC
SHIMP, BERT
WSAZ, Huntington, W. Va.
SHUMWAY, JIM
WPLA, Plant City, Fla.
SILFEN, CARL
WAGE, Syracuse, N. Y.
SIMON, TAUDIE
KBOL, Boulder, Colorado
SKYLES, JACK
KEYL, San Antonio, Tex.
SLACK, PETER, DR.
KGER, Long Beach, Cal.
SMITH, HANK
WFPA, Fort Payne, Ala.
SMITH, PEGGY
KSIB, Creston, Iowa
SOLITO, AL
Variety Stand
WTAR-TV, Norfolk, Va.
SONTAG, GEORGE
WOC-TV, Davenport, Iowa
SOWARDS, JOHN
WCMI, Ashland, Ky.
SPEAR, SAM
Cavalcade of Stars
DuMont
SPIRSI, JOHN
Coffee Time
WKTV, Utica, N. Y.
STABILE, DICK
Colgate Comedy Hour
NBC-TV
STANLEY, LEONARD
Melodies 'n' Money
WXYZ-TV, Detroit, Mich.
STARR, RAY
KWWL, Waterloo, Iowa
STEADMAN, BILL
WNDB, Daytona Beach, Fla.
STEELE, JIM
WIRK, West Palm Beach, Fla.
STEENROD, ANNE
WPTW, Piqua, O.
STEIN, REX
WLDS, Jacksonville, Ill.
STEPHENS, DAVID
WCAU, Phil., Pa.
STEVENS, LEONARD
WHAT, Phil., Pa.
STEWART, BOB
Hit the Deck
WBRY, Waterbury, Conn.
STITELER, FRANK
WGLS, Decatur, Ga.

STOKER, ED
KUTA, Salt Lake City, Utah
STOMME, RUTH
WAVZ, New Haven, Conn.
STORR, WILBERT
WLET, Toccoa, Ga.
STOVALL, RUBY PEARL
WKAY, Glasgow, Ky.
STUART, EARL
Musically Speaking
WWJ-TV, Detroit, Mich.
SUDDUTH, GENE
WEAR, Pensacola, Fla.
SULLIVAN, ROBERT E.
WMRN, Marion, Ohio
SUMMERS, BILL
WLBC, Muncie, Ind.
SVEHLA, WALT
WQAM, Miami, Fla.
SWARTZ, JACK
KGPH, Flagstaff, Ariz.

SYLVERN, HENRY "HANK"
"This Is Show Business," CBS-TV; "USA Canteen," CBS-TV; "Suspense," CBS-TV; Sam Levenson Show, CBS-TV; "Nick Carter," "Boston Blackie"

— T —

TALMADGE, BILLYE
KMO, Tacoma, Wash.
TANNE, ERNIE
WGAY, Silver Springs, Md.

TAUBMAN, PAUL
Bob & Ray (Colgate), NBC; Perry Mason, CBS; True Detective, WOR; Penthouse Serenade, WOR-NBC; Voice of America

TAYLOR, BETTY LEE
Gift Shop
WTVJ, Miami, Fla.
TAYLOR, WEBSTER
WMIK, Middleboro, Ky.
TEMPLEMAN, MARIAN
KWPC, Muscatine, Iowa
THOMAS, LEE
WHLB, Virginia, Minn.
THOMPSON, JOE
KRIZ, Phoenix, Ariz.
THOMSON, IAN
CFJR, Brockville, Ont.
TOWNSEND, WALLY
CKLW, Detroit, Mich.
TOSCANINI, ARTURO
NBC SYMPHONY
NBC
TRAVIS, VICTOR
WMID, Atlantic City, N. J.
TRENDLER, ROBERT
WGN-TV, Chicago, Ill.
TROTTER, MARY ALICE
KANE, New Iberia, La.
TURNER, DORICE
WBBO, Harrisburg, Ill.
TURNER, HARRY
KGHL, Billings, Mont.
TUTTLE, HARRIETT
WTOC, Savannah, Ga.

— U —

USHER, FRED
CJVI, Victoria, B. C.

— V —

VAN DAMME, ART
Coffee And
WMBO, Chicago, Ill.
VAN WAGENEN, HAROLD E.
KOAL, Provo, Utah
VAN ZANT, BOBBY
KVIC, Victoria, Texas
VENN, MARLENE
KSUM, Fairmont, Minn.
VINSON, JIMMY
WBML, Macon, Georgia
VOEGELI, DONALD
WNA, Madison, Wis.
VOGT, GERALD
WHEC, Rochester, N. Y.
VOLLUM, ROBERT
CKLB, Oshawa, Ont.
VOORHEES, DONALD
The Telephone Hour
NBC

— W —

WACKS, LOU
WMCA, New York, N. Y.
WADSON, RALPH
WLOW, Norfolk, Va.
WALDRON, R. H.
KRKL, Kirkland, Wash.
WALKER, ED C.
WDAE, Tampa, Fla.
WALKER, HARRY
KMOR, Oroville, Cal.
WALKER, ROBERT
WJHL, Johnson City, Tenn.
WALLENSTEIN, ALFRED
Symphonies for Youth
Mutual
WALTERS, FAUSTINE
KMJ, Fresno, Cal.
WAMSER, FRED
KXLW, St. Louis, Mo.
WARMOTH, ED
KNPT, Newport, Ore.
WATERS, RUSS E.
CFOR, Orillia, Ont.
WATKINS, EVA
WHJC, Matewan, W. Va.
WATSON, BILLYE
KDWT, Stamford, Texas
WATTS, SAM
KWBR, Oakland, Cal.
WAY, ROBERT
WESC, Greenville, S. C.

WAYNE, BERNIE
Music for Paramount Pictures; All original music and musical commercials on the Sammy Kaye Show, WNBT

WAYNE, ROGER
WHLI, Hempstead, N. Y.
WAYNICK, HOWARD
WFMY-TV, Greensboro, N. C.
WEAMER, DAVID
WBUX, Doylestown, Pa.
WEAVER, TOM
WCMA, Corinth, Miss.
WEBB, GEORGE
WGTC, Greenville, N. C.
WEBER, ART
KGVO, Missoula, Mont.
WEBER, HENRY
WGN, Chicago, Ill.
WEBSTER, MALCOM
CJON, St. John's, Newf.
WEED, BUDDY
American Sports Page
Buddy Weed Trio
Valentino
ABC
WEINER, MILTON
WLW, Cincinnati, O.
WELK, LAWRENCE
Welk's Champagne Music
KTLA, Los Angeles, Cal.
WERLLA, JERRY
KULP, El Campo, Texas
WERNER, BARBARA
WBFW, Eau Claire, Wis.
WESTON, PAUL
The Paul Weston Show
WHEELER, RON
KTAT, Frederick, Okla.
WHITE, ALBERT
KSFO, San Francisco, Cal.
WHITE, GEORGE
WSOK, Nashville, Tenn.
WHITE, ORSON
WRNJ, Racine, Wis.
WHITENTON, RETA
WCKB, Dunn, N. C.
WHITFIELD, DUKE
KNEB, Scottsbluff, Neb.
WIELADT, ALLO
WFBG, Altoona, Pa.
WILBUR, R. D.
WINS, New York
WILD, ERIC M.
CBW, Winnipeg
WILDERSON, MAXINE
KFH, Wichita, Kan.
WILLIAMS, BILL
WIMS, Michigan City, Ind.
WILLIAMS, DICK
WKID, Urbana, Ill.
WILLIAMS, JAY
KTSW, Emporia, Kansas
WILLIAMS, WALLY
KCKY, Coolidge, Arizona
WILLSE, BILL
WICE, Providence, R. I.
WILLSON, MEREDITH
The Big Show—NBC
Meredith Willson's Music Room—NBC
All-Star Revue—NBC-TV
Encore—NBC
WILSON, BOB
KWYO, Sheridan, Wyo.
WILSON, GRANT
WXEL, Cleveland, O.
WILSON, HAPPY
WAPI, Birmingham, Ala.
WILSON, JOHN
WEAV, Plattsburg, N. Y.
WILSON, VIRGIL
Songs, Inc.
WTAR-TV, Norfolk, Va.
WIRGES, BILL
Stage a Number
Kids and Company
DuMont
WITTGES, DOLLY
KVOR, Colorado Springs, Colo.
WOLFF, KARL
CKFI, Fort Frances, Ont.
WOOD, EARL
WOL, Washington, D. C.
WORDEN, BILLIE
WMAN, Mansfield, O.
WORTLEY, ROBT.
KTUL, Tulsa, Okla.
WRIGHT, GEO. W.
WMOD, Moundsville, W. Va.
WRIGHT, JANE
KRMG, Tulsa, Okla.
WYMAN, ALICE
WFBC, Greenville, S. C.

— Y —

YATES, J. NEWTON
KPOL, Los Angeles, Cal.
YOHE, C. RUSSELL
WBOC, Salisbury, Md.
YOKOM, MOSE
CJKL, Kirkland Lake, Ont.
YOUNG, MARLENE
KOVE, Lander, Wyo.

YOUNG, VICTOR
B. August 8, 1900, Chicago, Ill.; Carnation Contented Hour, CBS; Musical Director of Paramount and Republic

RADIO-TV PRODUCERS

Network and Independent

and their work in 1952

— A —

ADAMS, BOB
Star Hostess Party
KNXT, Hollywood, Cal.

ALLEN, BUDDY
Barry Gray Show
DuMont

ALLEN, EDWARD
WTVR, Richmond, Va.

ANDERSON, STAN
KGMB, Honolulu, T. H.; KHBC, Hilo, T. H.

ANDORN, SIDNEY
Man About Town
WXEL, Cleveland, O.

ARNELL, PETER E.
B. October 11, 1921, Bridgeport, Conn.; The Name's the Same, ABC-TV; Wheel of Fortune, CBS-TV; Balance Your Budget, CBS-TV

ARNOUX, PAT
Relax
WTAR-TV, Norfolk, Va.

— B —

BACH, BOB
What's My Line
CBS-TV

BACHMAN, JOHN
Morning Chapel
DuMont

BACKLUND, RALPH
You and the World
CBS

BAER, NORMAN
Maggi McNellis
WABC

BAILEY, JUDSON
Sports Spot
CBS-TV

BAIRD, JOHN
Morning Chapel, Protestant
DuMont

BAKER, GEORGE
Spotlight Theater
WNBW, Washington, D. C.

BALDOUR, CHARLES
Meet Your Neighbor
WDTV, Pittsburgh, Pa.

BANNER, ROBERT
Fred Waring Show
CBS-TV

BARNOUW, ERIK
Horizons
Seminar
ABC-TV

BARRY, JACK
Life Begins At Eighty
Wisdom of the Ages
Oh Baby
DuMont

BAUGHN, TED
WRGB, Schenectady, N. Y.

BEASLEY, IRENE
Grand Slam
CBS

BECKER, VERNON
Kiddie Kollege
DuMont

BENNETT, DONN
The Big Idea
DuMont

BERGESON, CHARLES
Ladies Day
WJBK-TV, Detroit, Mich.

BERNARD, DON
Bob Hawk Show
CBS

BERNARD, PAUL
WLW-D, Dayton, O.

BERNS, LARRY
Our Miss Brooks
CBS-TV

BILLINGSLEY, SHERMAN
Stork Club
CBS-TV

ARTHUR B. MODELL

PRODUCER

DIONE LUCAS HOUR

DOMESTICALLY YOURS

WABC-TV

CHARLES MARTIN

PRODUCER - DIRECTOR

PHILIP MORRIS PLAYHOUSE

AL SPAN

CBS - TV

producer of the

"Red Buttons Show"

BLAND, AL
Space Adventures of Super Noodle
CBS

BORDENKIRCHER, TOM
The News Picture
WSAZ-TV, Charleston, W. Va.

BORGE, PAUL
KMTV, Omaha, Neb.

BORIES, ROBERT A.
Food for Thought
DuMont

BRENNAN, BILL
Bachelor's Haven
KNXT, Hollywood, Cal.

BRIGGS, STEVE
Happy Valley Folks
WTTV, Bloomington, Ind.

BRILL, RICHARD
Wheel of Fortune
CBS-TV

BRODKIN, HERB
ABC Album
WABC-TV

BROOKE, NED
Sat. Nite Jamboree
WSAZ-TV, Charleston, W. Va.

BUNETTA, FRANK
Dark of Night
DuMont

BURCH BILL
Gene Autry Show
CBS

BURKE, CAROLINE
Masterpiece Playhouse; Red Feather Revue; Heralds Of Good Will; Around The Town; Vocation Wonderland; Watch The World; Operation Frontal Lobes, NBC-TV

BURNETT, MURRAY
Time For Love
CBS

— C —

CADY, CHARLES S.
WBNS-TV, Columbus, O.

CAREY, BERNIE
Peoples Parade

CAREY, RALPH
WOW-TV, Omaha, Neb.

CARNEY, JACK
Give and Take
CBS

CARTOUN, ALAN
Chronoscope
KGNG-TV, Amarillo, Tex.
CBS-TV

CHERTOK TELEVISION, INC.
Private Secretary
CBS-TV

CHRISTENSEN, JIM
Plain and Fancy Cookin'
WBEN-TV, Buffalo, N. Y.

CLAMPETT, BOB
Time for Beany
KTLA, Los Angeles, Cal.

CLARK, JOHN
Captain Video
DuMont

CLARK, JOHN L.
The Plainclothes Man
DuMont

COOK, DON
WGN-TV, Chicago, Ill.

COOLEY, LEE
B. Oakland, Calif.; Perry Como Show, CBS-TV; Eddy Arnold Show, CBS-TV

COOPER, HAL
Magic Cottage
DuMont

CORBIN, TIP
Smokey Rogers General Store
KFMB-TV, San Diego, Cal.

CORRELL, CHARLES
Amos 'n' Andy
CBS-TV

CORRIGAN, WM. T.
B. August 27, Hollywood Opening Night, Lights Out, The Clock, Musical Comedy Time, Hollywood Hall of Fame, Masterpiece Playhouse, NBC-TV

COWAN, ABE
Amateur Boxing
WCPO-TV, Cincinnati, O.

CROTHERS, GEORGE
Invitation to Learning
CBS

CUMMINGS, IRVING
Lux Radio Theatre
CBS

CYR, GEORGE
Living Fashion
WNBK, Cleveland, O.

— D —

DANZIG, JERRY
Crime Syndicated
CBS-TV

DARGAN, TOM
Merceedees
KING-TV, Seattle, Wash.

DAVIS, WATSON
Adventures in Science
CBS

IRVING MANSFIELD

DEGEN, CARL
Little Playhouse
WNBW, Washington, D. C.
DEMPSEY, WM.
Educational Programs
KPIX, San Francisco, Cal.
DIGBYN, NOEL
Home Folks
CBS
DIGGS, DICK
Louella Parsons Show
CBS
DODGE, BRUCE
Fun for All
CBS
DONAHUE, JACK
Meet Millie
CBS-TV
DRUCE, OLGA
Captain Video
DuMont
DUNLOP, JAKE
Your Home Hour
WOI-TV, Ames, Iowa
DUTTON, MARALEITA
Mr. Wizard, NBC-TV
DUTEN, MIKE
Bill Cullen Show
CBS-TV

— E —

EASTMAN, CARL
Perry Mason
CBS
ESTABROOK, TED
Ted Steel Program
WPIX, New York
EVANS, RICHARD L.
Salt Lake Tabernacle Choir
CBS

EWING, ED
Shoot the Works
WLW-C, Columbus, O.

— F —

FASSETT, JAMES
N. Y. Philharmonic-Symphony
CBS
FERRIN, FRANK
Smilin' Ed
CBS-TV
FLENNIKEN, BRENT
KING-TV, Seattle, Wash.
FLORENCE, LOU
WPIX, New York
FOREST, ROBERT
What in the World
CBS-TV
FRAMER, WALT
B. April 7, 1908, Pittsburgh, Pa.; Strike It Rich, CBS-TV, NBC; The Big Payoff, NBC-TV; Double or Nothing, CBS-TV, NBC; The Greatest Man on Earth, ABC-TV
FREEMAN, ESTED D.
Shopping Guide
WFBM-TV, Indianapolis, Ind.
FRIENDLY, FRED
See It Now
CBS-TV
FROILAND, LOUISE
Vaughn Monroe Show
CBS
FROMMERT, PETER J.
WFMJ-TV, Youngstown, O.
FULLER, SAM
Colgate Comedy Hour, All Star Revue, NBC-TV

— G —

GALEN, FRANK
Meet Millie
CBS
GARRIGUS, FRED
You and the World
CBS
GAY, BILL
Hallmark Playhouse
CBS
GERRY, ROGER
Guide Right
Stage a Number
DuMont
GIERLACH, CHET
Kis and Company
DuMont
GILL, FRANK, JR.
Edgar Bergen-Charlie McCarthy Show
CBS
GLUCKSMAN ERNEST D.
Colgate Comedy Hour, All Star Revue, NBC-TV
GODSON, FREEMAN
Amos 'n' Andy
CBS-TV
GOODMAN, MARTIN
It Happens Every Day
CBS
GOODSON & TODMAN
I've Got A Secret
CBS-TV
GOORIAN, LENNIE
Paul Dixon Show
WCPO-TV, Cincinnati, O.

ERNEST D. GLUCKSMAN

NBC — Producer-Director

•

"COLGATE COMEDY HOUR"

"ALL-STAR REVUE"

NBC-Hollywood

Martin and Lewis
Donald O'Connor
Ben Blue
George Jessel
Judy Canova
Ritz Brothers

LEE PAINTON
Producer-Director
"MRS. U S A"
NBC-TV
PROLOGUE TO THE FUTURE
NBC-TV
OUTDOORS WITH ED DODD
RADIO

GRAMMER, BOB
Memory Lane
WBAP-TV, Ft. Worth, Tex.
GRAY, NORMAN
Dinner Date
WAGA-TV, Atlanta, Ga.
GREER, MILAN
George Hamilton Combs
WABC
GROSS, JACK J.
Big Town
CBS-TV
GRUENBERG, AXEL
Armour Star Playhouse—
NBC-TV
Hallmark Playhouse—
NBC-Radio
Stars Over Hollywood—
NBC-TV
GUEDEL, JOHN
People Are Funny—CBS-Radio
Art Linkletter's House Party—
CBS-Radio-TV
GUIDICE, VIC
Keep Posted
WTTG, Washington, D. C.
GUY, BILL
Let's Visit
WFMY-TV, Greensboro, N. C.

— H —

HALDI, JOHN
WBNS-TV, Columbus, O.
HARRIS, DAVID K.
WNHC-TV, New Haven, Conn.
HARRISON, ARCH
WTVR, Richmond, Va.
HARVEY, RICHARD
Variety Stand
WTAR-TV, Norfolk, Va.
HAUFMAN, HAL
WOOD-TV, Grand Rapids, Mich.
HEIDER, FREDERICK
MCA Films
WABC-TV
HELLER, FRANKLIN
Eddie Albert Show
CBS-TV
HEPNER, CHARLES
Frontier Theater
DuMont
HIRCHMAN, HERBERT
The Web
CBS-TV
HODAPP, BILL
American Inventory
NBC-TV
HOLLANDER, JEAN
Beat the Clock
CBS-TV
HORRELL, MARTIN
Grand Central Station
CBS
HOWELL, CLIFF
Amos 'n' Andy
CBS
HUGHES, T. GORDON
My Little Margie
CBS
HUMMERT, FRANK AND ANNE
Romance of Helen Trent
CBS
HURDLE, JACK
B. June 13, 1909, Washington, D. C.; Jackie Gleason Show, CBS-TV

— I —

IRVING, CHARLES
Search for Tomorrow, CBS-TV
IRWIN, CAROL
I Remember Mama, CBS-TV

— J —

JERKINS, JOE
Oklahoma Farmer
WKY-TV, Oklahoma City, Okla.
JONES, CHARLES
Music Is Fun
WDAF-TV, Kansas City, Mo.
JOHNSON, GLEN
Stag Session
WBTV, Charlotte, N. C.
JOHNSON, ROY
WLTV, Atlanta, Ga.

— K —

KALMUS, JANE
Herb Sheldon Show, WNBT;
Ask the Camera, WNBT
KAUFMAN, MURRAY
Eva Gabor
WABC
KEECH, BRUNCH
Brunch Time
Kelvin Keech Visits
WABC
KELLING, ROY
Schlitz Playhouse
CBS-TV
KETCHAM, JAMES
Keystone Breakfast Club
WHUM-TV, Reading, Pa.

JACK HURDLE
PRODUCER
of the
"JACKIE GLEASON SHOW"
CBS-TV

SAM FULLER
EXECUTIVE PRODUCER
"Colgate Comedy Hour"
"All Star Revue"
NBC TV

KING, LYN
Jet Pilot
WNBQ, Chicago, Ill.
KOSTE, WALTER
Playschool
WWJ-TV, Detroit, Mich.
KOVACS, ERNIE
Ernie Kovacs Show
CBS-TV
KRANTZ, STEVE
Herb Sheldon Show
WNBT, New York
KRASNE, PHILIP N.
Big Town
CBS-TV
KUHL, CALVIN
Lux Video Theatre
CBS-TV

— L —

LADESH, BILL
Sundown Uptown
WDAF-TV, Kansas City, Mo.
LAIR, JOHN
Renfro Valley Sunday Gathering
CBS
LANDSBERG, KLAUS
Frosty Frolics
KTLA, Los Angeles, Cal.
LANE, ALAN
This is for You
WHUM-TV, Reading, Pa.
LANG, TONY
WNAC-TV, Boston, Mass.
LAWRENCE, BILL
Bob Hope Show—NBC Radio
LESAN, DAVID
Guiding Light
CBS
LEVITAN, PAUL
U. N. In Action
CBS-TV
LEVY, JACK
Jack Benny
CBS-TV
LEVY, PARKE
December Bride
CBS
LEWIS, ELLIOTT
Suspense
Cathy & Elliott Lewis Onstage
CBS
LESTER LEWIS ASSOCIATES
Meet Betty Furness
CBS-TV
LEWIS, MARLO
Toast of the Town
CBS-TV
LIEBMAN, MAX
Your Show of Shows, NBC-TV
LINKROUN, RICHARD
Freedom Rings
CBS-TV
LOCKE, NORTON
Teen Time
WTVN, Columbus, O.
LOEWI, BOB
Kitchen Fare
DuMont
LOVETON, JOHN W.
Mr. and Mrs. North
CBS-TV
LUGT, JOHN
KSL-TV, Salt Lake City, Utah
LUND, BILL
KMTV, Omaha, Neb.
LUPPINO, NICHOLAS
WLW-C, Columbus, O.

— Mc —

MacDONALD, DUNCAN
The Power of Women
DuMont
MacDONNELL, NORMAN
Bakers' Theatre of Stars
CBS
McCANN, DOROTHY
Dr. Christian
CBS
McCOLLUM, TOM
Charade Parade
WSYR-TV, Syracuse, N. Y.
McDERMOTT, TOM
Wendy Warren and the News
CBS
McKINLEY, BARRY
WGN-TV, Chicago, Ill.
McKNIGHT, TOM
Beulah
CBS

— M —

MACKENZIE, MURDO
Bing Crosby Show
CBS
MACKENZIE, W. H.
Musical Penny
WTVN, Columbus O.
MACKIN, JOHN
WTVR, Richmond Va.
MADDOX, KELLY
KGNG-TV, Amarillo Texas
MANDEILLE BETTY
FBI in Peace and War
CBS
MANN, CLAIRE
Glamour, WJZ-TV; It's A Woman's World, WJZ-TV

CAROLINE BURKE

NBC-TV Producer Director

CHARLES POLACHECK

NBC-TV PRODUCER
"VOICE OF FIRESTONE"
"RECITAL HALL"
ASSOCIATE PRODUCER
"NBC OPERA THEATER"

MANSFIELD, IRVING
CBS-TV
MANULIS MARTIN
Suspense
CBS-TV
MARCUS, AL
Morning Chapel
(Protestant Segment)
DuMont
MARKHAM, JACK
Touchdown Parade
WFMY-TV, Greensboro, N. C.
MARKLE, FLETCHER
Studio One
CBS-TV
MARKS, HILLIARD
Jack Benny Program
CBS
MARTIN, CHARLES
Philip Morris Playhouse, CBS
MASTERSON, NELSON
Bride and Groom
CBS-TV
MASTERSON, REIDY
Bride and Groom
CBS-TV
MAYER, BRUCE
Ladies Date
DuMont
MEIKLE, PAT
Magic Cottage
DuMont
MELCHER, MARTIN
Doris Day Show
CBS
MENKEN, LAWRENCE
One Man's Experience
One Woman's Experience
DuMont
MEREDITH, EARL
Jack's Magic Shop
KFMB-TV, San Diego Cal.
MILLS, ANNIE
Helpfully Yours
KNBH, Hollywood, Cal.
MODELL, ARTHUR B.
Dione Lucas Hour, Domestically Yours, WABC-TV
MONTAGNE, EDWARD J.
Man Against Crime
CBS-TV
MORGAN, AL.
Washington, U.S.A.
CBS
MORGAN, EDWARD P.
This I Believe
CBS
MORRIS, JOHNNY
The American Way
CBS
MORROW, BILL
Bing Crosby Show
CBS
MURPHY, BOB
Bob Murphy Calling
WJBK-TV, Detroit, Mich.
MURRAY, KEN
Time to Smile
CBS-TV
MURROW, ED
See It Now
CBS-TV

— N —

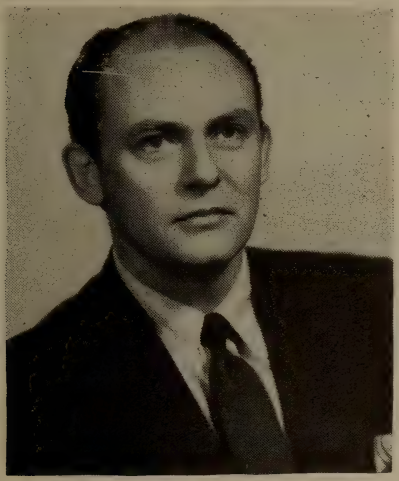
NELSON, RAY
Little Ladies Party
DuMont

— O —

OLSEN, BARBARA
It's News to Me
CBS-TV
OPENSHAW, BYRON
KSL-TV, Salt Lake City, Utah

— P —

PAGET, PORTMAN
WLW-D, Dayton, O
PAINTON, LEE
Mrs. U. S. A., Prologue to the Future, NBC-TV; Outdoors With Ed Dodd
PALMER, TOM
Channel Inn
WFAA-TV, Dallas, Tex.
PARK, JAMES
Jack McElroy Show
KNBH, Hollywood, Cal.
PERRIN, NAT
My Friend Irma
CBS-TV
PERRY, DICK
The Paul Dixon Show
DuMont
PEYSER, ARNOLD
Trash or Treasure
DuMont
POLACHECK, CHAS.
Voice of Firestone, NBC-TV; Recital Hall, NBC-TV; Associate Producer NBC Opera Theater
POOLE, LYNN
Johns Hopkins Science Review
DuMont
POST, TED
Schlitz Playhouse
CBS-TV



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POTTER, DON
Morning Chapel
(Protestant Segment)
DuMont
POWERS, CHARLES
Ma Perkins
CBS
PREVATTE, NORMAN
Money to Burn
WBTV, Charlotte, N. C.

— Q —

QUINLAN, S. C.
WBKB-TV, Chicago, Ill.

— R —

RAGAJCZAK, RAYMOND
WMAR-TV, Baltimore, Md.
REDMAN, ISABEL
Lamp Unto My Feet
CBS-TV
REESE, IRWIN
Let's Go Bowling
DuMont
REULEAUX, WALTER
Cinderella Weekend
WFBM-TV, Indianapolis, Ind.
REYNOLDS, VERN
WOW-TV, Omaha, Neb.
RICHARDS, ALDEN
KSL-TV, Salt Lake City, Utah
ROACH, HAL, JR.
My Little Margie
Racket Squad
CBS-TV
ROBERTSON, JAMES
WOOD-TV, Grand Rapids, Mich.
ROPER, DONALD G.
Georgetown U. Forum
WTTG, Washington, D. C.
ROSS, BERNIE
Meet the Millers
WBEN-TV, Buffalo, N. Y.
ROSSELL, WARREN
Jim Deline Gang
WSYR-TV, Syracuse, N. Y.
ROUNTREE, MARTHA
Keep Posted
DuMont
RUSSELL, CHARLES
You Are There
CBS-TV

— S —

SADLER, BILL
Kiddie Karnival
WFAA-TV, Dallas, Tex.
SANFORD, HERB
Garry Moore Show
CBS-TV
SCHAEFER, KERMIT
Quick on the Draw
DuMont
SCHECK, GEORGE
Star Time, WNBT
SCHENCK, CHARLES
Love of Light
CBS-TV
SCHNEIDER, GIL
Our Better Shelves
WKY-TV, Oklahoma City, Okla.
SCOTT, JOHN
KGMB, Honolulu, T. H.; KHBC, Hilo, T. H.
SEABORNE, JIM
Road of Life
CBS
SELDEN, JEFF
Double C. Canteen
DuMont
SELDEN, WALTER
City Hospital
CBS-TV
SHARP, JIM
WLTV, Atlanta, Ga.
SHARPE, DONALD W.
Four Star Playhouse
CBS-TV
SHAY, BETTY
Rosemary
CBS
SHOLLENBERGER, LEWIS
Capitol Cloakroom
CBS
SIDDONS, HEYWARD
Today in Washington
WNBW, Washington, D. C.
SIGSBEE, CHARLES
WMAR-TV, Baltimore, Md.
SILBERT, BILL
Bill Silbert Show
WABD, New York
SLINGLAND, FRANK
Margaret's Kitchen
WNBW, Washington, D. C.
SMITH, BEVERLY
Second Mrs. Burton
CBS
SMITH, FRED
KEYL, San Antonio, Tex.
SMITH, LAMAR
WOI-TV, Ames, Iowa

William Corrigan

Producer-Director

NBC-TV

SMITH, SID
Barn Dance
WBAP-TV, Fort Worth, Tex.

SPAN, ALFRED
Red Buttons Show, CBS-TV

SPIER, BILL
Omnibus
CBS-TV

SPILLMAN, SANDY
Teleptrips
KPIX, San Francisco, Cal.

SPIVAK, LAWRENCE
Keep Posted
DuMont

STANSON, MILTON
Kddiie Kollege
DuMont

STAUDERMAN, BRUCE
WXEL, Cleveland, O.

STEARNS, JOHN
Breakfast with Music
WNBT, New York

STEEL, BOB
Aunt Jenny
CBS

STEFFY, GEORGE
WNAC-TV, Boston, Mass.

STERNBERG, AL
Uncle Al's Corner
WCPO TV, Cincinnati, O.

STEVENS, GARY
Twenty Questions
DuMont

STEVENSON, RACHEL
Quiz Kids
CBS-TV

STONE, MARTIN
Author Meets the Critics
DuMont

SULLIVAN, ED
Toast of the Town
CBS-TV

— T —

TODMAN, BILL
What's My Line
CBS

TOLEN, JACK
Kiddie Kastle
WDTV, Pittsburgh, Pa.

TOWNSEND, DALIAS
Aircraft Flash
CBS

TULL, BOB
TV Dance Party
WAGA-TV, Atanta, Ga.

— V —

VANDA, CHARLES
M & M Candy Carnival
Big Top
CBS-TV

VAN FREMD, CHARLES
State of the Nation
CBS-TV

— W —

WALLACH, GEORGE
B. Sept. 25th, New York City; Jane Pickens Show, NBC; Hollywood U.S.A., NBC; "Bwana Devil" First 3-D Full Length Film

WARREN, FRANK
Al Jazzbo Collins Show
DuMont

WEBLEY, EDWARDS
Parade of Stars, Spotlite Revue
KONA, Honolulu, Hawaii

WERRENRATH, REINALD, JR.
Ding Dong School
WMBQ, Chicago, Ill.

WHITE, LAWRENCE
(White-Rosenberg, Inc.)
Where Was I
DuMont

WHITE, SID
First in Fashion
Fashion Premiere
DuMont

WHITE, WALTER, JR.
Tarzan
CBS

WOOD, WILLIAM
Man of the Week
CBS-TV

WOOLF, LARRY
Quiz Kids
CBS

WORMINGTON, BILL
Television Starbeams
WDAF-TV, Kansas City, Mo.

WRIGHT, BURTON
Cinderella Weekend
WWJ-TV, Detroit, Mich.

WYNNE, KENNETH, JR.
WNHC TV, New Haven, Conn.

— Z —

ZEIGLER, JOHN
Charming Children
WNBK, Cleveland, O.

ZIRATO, BRUNO, JR.
Robert Q. Lewis Show
CBS

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DIRECTOR

OF

"THE BIG STORY"

NBC-TV

DON HILLMAN

NBC-TV

DIRECTOR

RADIO-TV DIRECTORS

—and their work during 1952

— A —

ABEL, RAY
Rootie Kazootie,
Home Gardener
Good Looks and Good Living
WABC-TV

ANDREWS, CLARK
Top Guy
ABC

ANDREWS, MARTIN
My True Story
ABC

ASHER, WILLIAM
I Love Lucy
CBS-TV

ASHLEY, IRA
Fun For All
CBS

ATKINS, IRV
People Are Funny
CBS

AUERBACH, LARRY
Love of Light
CBS-TV

AYERS, KIRBY
Grand Slam
CBS

— B —

BAILEY, JUDSON
Sports Spot
CBS-TV

BANNER, BOB
Fred Waring Show
CBS-TV

BARBOUR, OLIVER
Weather Girl
DuMont

BARTON, CHARLES
Amos 'n' Andy
CBS-TV

BEAL, WILLIAM
Kitchen Kapers, Dione Lucas,
John Reed King, Fitzgeralds,
Dog Show of Champions
WABC-TV

BERNARD, DON
Bob Hawk Show
CBS

BERNARD, GLEN
Meet Me At The Zoo
CBS-TV

BRENNAN, BILL
Jo Stafford Show
CBS

BROWN, MENDE
Inside Israel
DuMont

BRYAN, WILLIAM
The Adventurer
Paul Whiteman Teen Club
ABC

BUNETTA, FRANK
Life Is Worth Living
DuMont

BURCH, BILL
Gene Autry Show
CBS

BURGGRAF, PAUL
Rootie Kazootie, Papa Cellini,
Away You Go,
Home Maker's Jamboree,
Nancy Craig
WABC-TV

— C —

CAHAN, GEORGE
My Friend Irma
CBS-TV

CARNEY, JACK
Give and Take
CBS

JOSEPH SANTLEY

PRODUCER-DIRECTOR

JIMMY DURANTE SHOW

GEORGE JESSEL SHOW

PERRY COMO SHOW

"ALL STAR REVUE"

NBC-HOLLYWOOD

CHIRKINIAN, FRANK
M & M Candy Carnival
CBS-TV

COOK, FIELDER AND GOODE, R.
Lux Video Theatre
CBS-TV

COOLEY, LEE
B. Oakland, Cal.; Perry Como Show, CBS-TV; Eddy Arnold Show, CBS-TV

CORDAY, TED
Guiding Light
CBS-TV

CRAMER, NED
Ernie Lovacs
CBS-TV

CROTTY, BERKE
Eastern Parkway Boxing
Dumont

CURRIE, ROBERT
In the Dark
CBS-TV

— D —

DARLEY, DIK
B. Dec. 12, 1923, Hollywood, Cal.; Space Patrol, Personal Appearance Theatre, All American Jubilee, Jerry Colonna Show, ABC-TV

DEMAREST, BILL
Heritage
ABC

DICK, HENRY
Maggi McNellis
ABC

DIGBY, NOEL
Home Folks
CBS

DIGGS, DICK
Louella Parsons Show
CBS

DISKIN, MARSHAL
What's Your Bid
Seminar, Walter Winchell
WABC-TV

DODSON, WILLIAM
Joe Franklin's Memory Lane, Yachting Show, Spotlight On Harlem, Homemaker's Jamboree, Nancy Craig, First Edition
WABC-TV

DONAHUE, JACK
Meet Millie
CBS-TV

DOYLE, ROBERT
Perspective
WABC-TV

DUERK, FRED
Mary Margaret McBride
Cal Tinney
ABC

DUTTON, MIKE
Bill Cullen Show
CBS-TV

— E —

EASTMAN, CARL
"Perry Mason"
CBS

EBI, EARL
Lux Radio Theatre
CBS

EUBANKS, GENE
Space Adventures of Super Noodle
CBS

— F —

FARNSWORTH, SCOTT
When a Girl Marries
ABC

FINKEL, ROBERT S.
B. March 25, 1918, Pittsburgh, Pa.; The Ruggles, Hollywood Theater Time, ABC-TV; Biff Baker, U.S.A., NBC-TV; Chevron Theater, all networks

FLOREY, ROBERT
Four Star Playhouse
CBS-TV

FOREST, ROBERT
What In The World
CBS-TV

FRANKS, JEROME
City of Hope Telethon, Cerebral Palsey Telethon, John Reed King's "Tootsie Hippodrome,"

CLAY YURDIN

DIRECTOR

ABC — TV

BARRY SHEAR
DUMONT - TV
DIRECTOR OF
"BARRY GRAY SHOW"
"GUIDE RIGHT"
"STAGE A NUMBER"

Billy Graham's "Hour of Decision," On Trial, Songtime, ABC-TV

FROILAND, LOUISE
Vaughn Monroe Show
CBS

— G —

GARRISON, GREG
NBC

GAY, BILL
Hallmark Playhouse
CBS

GLUCKSMAN, ERNEST D.
V. Vienna; Colgate Comedy Hour, NBC-TV

GOODMAN, MARTIN
It Happens Every Day
CBS

GORMAN, WALTER
Young Dr. Malone
CBS

GRAHAM, JOE
B. Sept. 15, 1916; Whispering Streets, ABC; It's Your Business, ABC

GREINER, BOB
Valentino
Eddie Dunn Show
ABC

— H —

HANNA, ARTHUR
This Is Nora Drake, Our Gal Sunday
CBS

HARLIB, MATT
Strike It Rich (Daytime)
CBS-TV

HARRIS, MARY
Second Mrs. Burton
CBS

HELLER, FRANKLIN
What's My Line
CBS-TV

HEWITT, DON
Doug Edwards
CBS-TV

HIGHT, JEAN
Let's Pretend
CBS

HILL, CHARLES
State Of The Nation
CBS-TV

HILL, MARTIN
Art Linkletter's House Party
CBS-TV

HILLMAN, DONALD STUART
B. April 3, 1925, New York, N. Y.; The Herman Hickman Show, American Inventory, Youth Wants to Know (Winner of the Sylvania Television Award for "Best Public Interest Show"), American Forum, Kate Smith Show, Jane Pickens Show, NBC

HUGHES, T. GORDON
My Little Margie
CBS

HURDY, RAI
Stork Club
CBS-TV

HUSTON, TED
Meet Betty Furness
CBS-TV

— I —

IRVING, CHARLES
Search For Tomorrow
CBS-TV

— J —

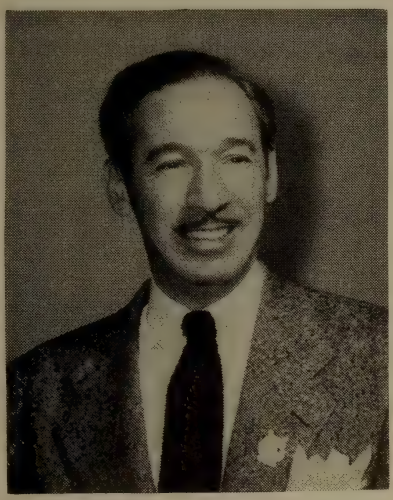
JOHNSTONE, JOHN
Hollywood Star Playhouse
NBC

— K —

KENNY, WES
The Power Of Woman
Dumont

— L —

LARGE, DON
Make Way For Youth
CBS



JEROME FRANKS

DIRECTOR

Olsen & Johnson's "Hellzapoppin"
City of Hope Telethon
Cerebral Palsy Telethon
John Reed King's "Tootsie Hippodrome"
Billy Graham's "Hour of Decision"

FRANK SATENSTEIN

CBS—TV

DIRECTOR

of

The Jackie Gleason Show

LEFTWICH, ALEX
B. Feb. 13, 1910, Philadelphia, Pa.; The Lilli Palmer Show, CBS-TV

LEFTWICH, ED
Bridge And Groom
CBS-TV

LEVIN, MIKE
Life Is Worth Living
Dumont

LEVY, PARKE
December Bride
CBS

LEVY, RALPH
Jack Benny
CBS-TV

LEWIS, A.
Our Miss Brooks
CBS-TV

LEWIS, ELLIOTT
Cathy and Elliott Lewis On Stage
CBS

LINKROUN, RICHARD
Freedom Rings
CBS-TV

LOVETON, JOHN W.
Mr. and Mrs. North
CBS

LOWE, DAVID
Life Begins At Eighty
What's The Story
Dumont

LUMET, SIDNEY
Danger
CBS-TV

— Mc —

McCALLUM, BILL
Live Like a Millionaire
Mystery Theatre
Editing on Time Capsule
ABC

MacDONNELL, NORMAN
Bakers' Theatre of Stars
CBS

McCULLOUGH, ANDREW
Omnibus
CBS-TV

McKEE, WES
Brighter Day
CBS

MacDONNELL, NORMAN
Escape
CBS

MAGNER, MARTIN
Where Was I
Dumont

MANDEVILLE, BETTY
FBI In Peace And War
CBS

MANHOFF, BILL
Meet Millie
CBS

— M —

MARKS, SHERMAN
Balance Your Budget
CBS-TV

MARSHALL, BILL
Whispering Streets
Metropolitan Auditions of the Air
Metropolitan Opera
ABC

MARTIN, CHARLES
Philip Morris Playhouse, CBS

MEDFORD, DON
Tales of Tomorrow
Eddie Nugent Talent Patrol
Quick As A Flash
All-Star News
WABCS-TV

MELCHIOR, IB
Perry Como
CBS-TV

MONTAGNE, EDWARD J.
Man Against Crime
CBS-TV

MORRIS, JOHNNY
The American Way
CBS

MULLIGAN, ROBERT
Suspense
CBS-TV

MURPHY, RALPH
Mr. and Mrs. North
CBS-TV

ARTHUR PENN

Associate TV Director:

"Colgate Comedy Hour"

Staged:

"Ezio Pinza Show"

Writing Credits:

"Ezio Pinza Show" (2)

"Hollywood Opening Night" (3)

NBC—TV

ROBERT FINKEL

DIRECTOR

LIVE	*FILM*
The Ruggles — ABC	Chevron Theater
Dennis Day Show — NBC	Biff Baker, U.S.A.

In Preparation

"Pride of the Family"
with
Paul Hartman

— N —

NELSON, RALPH
I Remember Mama
CBS-TV

NEUMAN, ALAN J.
The Kate Smith Hour-NBC
Lights Out-NBC
Blind Date-NBC
Here s To Your Health-NBC

NICKELL, PAUL AND SCHAFFNER, FRANKLIN
(Alternate Directors)
Studio One
CBS-TV

NOBLE, ROBERT
Drew Pearson
Life Begins at 80
Vacationland USA
ABC

NYBY, CHRISTIAN
Private Secretary
CBS-TV

— P —

PAINTER, DON
Jack Berch Recordings
Champagne Fashions
Musical Previews
ABC

PAUL, BYRON
This Is Show Business
CBS-TV

PAINTER, DON
This Is Show Business
CBS-TV

PENN, ARTHUR H.
B. Sept. 27, 1922, Philadelphia, Pa.; Colgate Comedy Hour, NBC-TV; Ezio Pinza Show, NBC-TV

PEYSER, JOHN
Crime Syndicated
CBS-TV

PIANO, TONY
American Music Hall
Dancing Party
ABC

— R —

REAGON, NEIL
Dr. Christian
CBS

REISNER, ALAN
City Hospital
CBS-TV

RICCA, ERNIE
Romance of Helen Trent
CBS

RICHARDS, ARTHUR
Rosemary
CBS

RITTS, PAUL
Big Top
CBS-TV

RUBIN, JACK
Hilltop House
CBS

RUSKIN, COBY
Arthur Murray Party
Dumont

— S —

SANTLEY, JOSEPH
All Star Revue, NBC-TV

SATENSTEIN, FRANK
B. Oct. 7, 1924, New York City; Ken Murray, CBS-TV; Frank Sinatra Show, CBS-TV; The Show Goes On, CBS-TV; Jackie Gleason Show, CBS-TV

SCANLON, WALTER
Headline Edition
News of Tomorrow
Una Mae Carlisle
George Sokolsky
Walter Winchell
ABC

SCHIMMEL, CLARENCE
Garry Moore Show
CBS-TV

Dike Darley
ABC TV
SDG
RTDG
ATAS

SID SMITH
TV DIRECTOR
"ALL STAR REVUE"
NBC, HOLLYWOOD
JIMMY DURANTE SHOW
GEORGE JESSEL SHOW
RITZ BROTHERS SHOW

SCHNEIDER, DICK
The Big Story, NBC-TV; Door Way to Danger, NBC-TV; Kate Smith Show, NBC-TV

SCHNUR, JERRY
It's News To Me
CBS-TV

SCHOPE, ROGER
Basketball, Nancy Craig, First Edition, Rudolph Halley, Italian Cookery, Pet Party
WABC-TV

SHEA, TOM
Break the Bank
Gloria Parker
Kelvin Keech Show
ABC

SHEAR, BARRY
Kathie Norris Show, WABD; Barry Gray, WABD; Stage A Number, DABD; Inside Israel, WABD; Midway, WABD

SHELDON, JAMES
Eddie Albert Show
CBS-TV

SHEVELOVE, BERT
Red Buttons Show
CBS-TV

SMITH, SID
All Star Revue, Jimmy Durante Show, George Jessel Show, Ritz Brothers Show, NBC-TV

SOMMERVILLE, WARREN
Bobby Sherwood
Tales of Tomorrow
ABC

STEDMAN, BILL
Bobby Sherwood
Tales of Tomorrow
ABC

STEEL, BOB
Aunt Jenny
CBS

STERNBERG, AL
The Paul Dixon Show
Dumont

SWIFT, LELA AND HIRCHMAN, HERBERT
The Web
CBS-TV

— T —

TORMEY, BOB
News of Tomorrow
Headline Edition
Greatest Story
ABC

— U —

URBACH, LESLIE
(unit directors under Urbach are BODE, WILLIAM AND ULRICH, JOHN)
Action In the Afternoon
CBS-TV

— W —

WALLACE, DON
Wendy Warren And The News
CBS

WEAVER, PAT
Quiz Kids
CBS

WEIST, GEORGE
My True Story
American Music Hall
Sparring Partners
ABC

WHITING, JUDSON
Lamp Unto My Feet
CBS-TV

WOLFE, ED
Ma Perkins
CBS

WRAY, JOHN
Toast Of The Town
CBS-TV

— Y —

YURDIN, CLAY
ABC-TV

— Z —

ZIRATO, BRUNO, JR.
Robert Q. Lewis Show
CBS

GREG GARRISON

DIRECTOR

TEXACO STAR THEATRE

RADIO-TV WRITERS

Advertising Agency—Network—Free Lance

and their work during 1952

— A —

ABRAMS, CARL
Rocky King
DuMont

ADAMS, CEDRIC
Cedric Adams
CBS

ALSBERG, ARTHUR
Our Miss Brooks
CBS

— B —

BARNETT, S. H.
Lux Radio Theater
CBS

BARNOUW, ERIK
Theater Guild On The Air
NBC

BALZER, GEORGE
Jack Benny Program
CBS

BECHER, BILL
Vaughn Monroe Show
CBS

BENNER, BILL
Captain Video
DuMont

BIXBY, CARL
B. May 4, 1895, Worcester, Mass.; Life Can Be Beautiful, NBC

BLUME, BUDD
Space Adventures Of Super Noodle
CBS

BRAUN, GIL
The Plainclothes Man
DuMont

BROOKS, MEL
Your Show of Shows, NBC-TV

BURCH, BILL
Gene Autry Show
CBS

— C —

CARRINGTON, ELAINE
Rosemary
CBS

CHEVIGNY, HECTOR
Second Mrs. Burton
CBS

CLORK, HENRY
Life of Riley
NBC-TV

CORCORAN, BOB
Rocky King
DuMont

CRUTCHFIELD, LES
Bakers' Theater of Stars
CBS

— D —

DAILEY, GENE
Space Adventures of Super Noodle

DALZELL, BILL
Stage A Number
DuMont

DOUGALL, BERNARD
Mr. President, The Adventurer, Tales of Tomorrow, American Music Hall, WABC

DRAKE, GALEN
GALEN, DRAKE
CBS

DUTTON, MARALEITA
Mr. Wizard
NBC-TV

— E —

EALTON, BRYCE
Captain Video
DuMont

ELKIN, SAM
Rocky King
DuMont

ETTINGER, ED
Dream Harbor, Paul Whiteman Teen Club, Gloria Parker, Saturday Night Dancing Party, WABC

— F —

FINE, MORTON
Suspense
CBS

FINKE, JACK AND PELLETIER, LOUIS
FBI In Peace And War
CBS

FRANKEL, DORIS
Brighter Day
CBS

FREE LANCE WRITERS
Aunt Jenny
Mr. & Mrs. North

CBS

FRIEDKIN, DAVID
Suspense
CBS

FUNT, JULIAN
Young Dr. Malone
CBS

— G —

GREENE, JOHN
People Are Funny
CBS

GUEDEL, WALTER
People Are Funny
CBS

GUSSMAN, CHARLES
Road of Life
CBS

— H —

HAWK, BOB
Bob Hawk Show
CBS

HITE, KATHLEEN
Bakers' Theater Of Stars
CBS

HOLLOWAY, JEAN
Hallmark Playhouse
CBS

HUMMERT, FRANK AND ANNE
Our Gal Sunday
CBS

— I —

IRVING, CHARLES
This Is Nora Drake
CBS

— J —

JONES, J. FRANKLIN
Fun For All
CBS

JOSEFSBERG, MILT
Jack Benny Program
CBS

— K —

KALLEN, LUCILLE
Your Show of Shows, NBC-TV

KANE, JOEL
Meet Millie
CBS

KAUFMAN, MILLARD
Baker's Theater Of Stars
CBS

KLINKER, ZENKO
Edgar Bergen-Charlie McCarthy Show
CBS

CARLTON E. MORSE

WRITER-PRODUCER

ONE MAN'S FAMILY (Radio)

ONE MAN'S FAMILY (TV)

I LOVE A MYSTERY (Radio)

THE WOMAN IN MY HOUSE (Radio)

— L —

LACHMAN, MORT
Bob Hope Show
NBC-Radio
Martin & Lewis Show
NBC-Radio

LAIR, JOHN
Renfro Valley Sunday Gathering
CBS

LEWIS, AL
Our Miss Brooks
CBS

LOWTHER, GEORGE
Dark of Night
DuMont

— M —

MANHOFF, BILL
Meet Millie
CBS

MARION, IRA
Mr. President, Milton Cross Opera Album, Metropolitan Auditions Of The Air, Vacationland U. S. A., WABC

MORRISON, WILLIAM
Captain Video
DuMont

CARL BIXBY

Life Can Be Beautiful

•

Television

•

Sturges Highway
Southport, Conn.
Fairfield 9-3275

MORROW, BILL
Bing Crosby Show
CBS

MORSE, CARLTON E.
One Man's Family, NBC, NBC-TV; I Love A Mystery, MBS; The Woman in My House, NBC.

— N —

NEWMAN, WALTER
Bakers' Theater Of Stars
CBS

— P —

PAUL, NORMAN
Edgar Bergen-Charlie McCarthy Show
CBS

PERRIN, SAM
Jack Benny Program
CBS

PHILLIPS, ARTIE
Edgar Bergen-Charlie McCarthy Show

CBS

PHILLIPS, IRNA
Guiding Light
CBS

PICKARD, JOHN AND PROVO, FRANK
(CBS radio news for news portion)
Wendy Warren And The News
CS

— Q —

QUILLAN, JOE
Our Miss Brooks
CBS

— R —

RADCLIFFE, VIRGINIA
One Woman's Experience
DuMont

RAUGHT, KENNY
It Happens Every Day
CBS

RICHTON, ADDY AND STONE, LYNN
Hilltop House
CBS

— S —

SANGSTER, MARGARET
My True Story
Whispering Streets
ABC

SHARP, PHIL
December Bride
CBS

SHIP, REUBEN
December Bride
CBS

SKLAR, MIKE
Time Capsule, The Adventurer, Tales of Tomorrow, Morning Song, WABC

STANLEY, JACKSON
People Are Funny
CBS

— T —

TACKABERRY, JOHN
Jack Benny Program
CBS

TOLKIN, MEL
Your Show of Shows, NBC-TV

TOVROV, ORIN
Ma Perkins
CBS

— V —

VENDIS, IRVING
dramatizes Erle Stanley Gardner Stories
Perry Mason
CBS

— W —

WEBSTER, TONEY
Your Show of Shows, NBC-TV

WHEATON, GLENN
Jo Stafford Show
CBS

WITTY, DON
Una Mae Carlisle, The Adventurer, Tales Of Tomorrow, WABC

WOOD, ARLENE
Valentino AM & TV
WABC

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DISC JOCKEYS

RADIO AND TELEVISION

—their work during 1952

☆

— A —

ABBOTT, BOB
1480 Club
KAUS, Austin, Minn.
ABBOTT, WALT
Morning Varieties
KCSB, San Bernardino, Cal.
ABELL, FRAN
G. A. Bargain Show
KBOX, Modesto, Cal.
ADAMS, ARCHIE
Platter Chatter
WTWA, Thomson ,Ga.
ADAMS, CHARLES
Sunrise Salute
WTAN, Clearwater, Fla.
ADAMS, EDDIE
Clock Spinner
WDAR, Savannah, Ga.
ADAMS, JIM
Jim Adams Show
WNOP, Newport, Ky.
ADAMS, JIM
Nite Club of the Air
WSTV, Steubenville, O.
ADAMS, JOE
Mayor of Melody
KOWL, Santa Monica, Cal.
ADAMS, WARREN
Hillbilly Hits
WIHL, Hammond, La.
AGEE, LESTER
Melody Market
KRHD, Duncan, Okla.
ALBERT, FREDDIE
Ranch House Roundup
WJAT, Swainsboro, Ga.
ALBRECHT, PAUL
Music with Paul
WBIZ, Eau Claire, Wis.
ALBRITTON, DAVE
Dave Albritton Show
WING, Dayton, O.
ALDEN, TOM
You Name It
KOLS, Pryor, Okla.
ALEMAN, JOE
KPRL, Paso Robles, Cal.
ALEXANDER, DICK
Dick's Den
WICC, Bridgeport, Conn.
ALEXANDER, KURT
Roll Jordan
WEAS, Decatur, Atlanta, Ga.
ALFORD, DICK
Strollin with Alford
KXLR, Little Rock, Ark.
ALLEN, AL
Al's Jive Til Five
KXLR, Little Rock, Ark.
ALLEN, ILL
Tempo and Time
KXLE, Ellensburg, Wash.
ALLEN, BILL
KWFC, Hot Springs, Ark.
ALLEN, DEL
Melody Til Midnite
KROS, Clinton, Iowa
ALLEN, DON
Band Box
WATH, Athens, Ohio
ALLEN, FRED
It Pays To Listen
KCLE, Cleburne, Texas
ALLEN, GEO.
Listen While You Work
WBVP, Beaver Falls, Pa.
ALLEN, JIM
Back of the Hit Parade
KVER, Albuquerque, N. M.
ALLEN, LEE
Musical Bazaar
WSCR, Scranton, Pa.
ALLEN, PAUL
Musical Clock
CJAD, Montreal
ALLIGER, DICK
Alliger's Almanac
WBUX, Doylestown, Pa.
ALLINGER, RALPH
Musical Clock
WIBX, Utica, N. Y.
ALLISON, DANNY
Shop and Save
KCLE, Cleburne, Texas
AMAN, LLOYD
Nite Owl
KALE, Richland, Wash.
AMORY, JOE
Off the Record
KWIL, Albany, Ore.
ANDERSON, GORDON
UP N Atom
WAUG, Augusta, Ga.
ANDERSON, KIRK
A.M. Alley
WFGM, Fitchburg, Mass.
ANDERSON, MILTON
Platter Party
WJAS, Pittsburgh, Pa.
ANDREWS, DAVID
Night Beat
KOLN, Lincoln, Neb.
ANDREWS, JIM
Cousin Andy
WINX, Rockville, Md.
ANDREWS, JOHNNY
Morning Bandwagon
WTAM, Cleveland, Ohio
ANDERSON, ANDY
Dance Date
KENI, Anchorage, Alaska
ANDERSON, BILL
Request Show
CFBC, St. John, N. B.
ANDERSON, EDDIE
Night Hawk
KIKI, Honolulu, T. H.
ANSON, BILL
Hollywood Bandstand
KFWB, Los Angeles, Cal.
ANTHONY, BOB
Sleepwalker's Serenade
KVOO, Tulsa, Okla.
ANTHONY, MARV
Marv Anthony Show
WSPT, Stevens Point, Wis.
APP, JAMES
Second Breakfast
WWOD, Lynchburg, Va.
ARBUCKLE, BRYANT
Tunes From Texas
KURV, Edinburg, Texas
ARENS, WALLY
Dinnerbell Show
CFCN, Calgary, Alberta
ARKELL, BUD
Ribs & Hot Sauce
WSIR, Winter Haven, Fla.
ARMAND, RAY
Hillbilly Stars
WARL, Arlington, Va.
ARMSTRONG, BOB
WCNT, Bandwagon
WCNT, Centralia, Ill.
ARO, BOB
Finnish Folk Song
WHLB, Virginia, Minn.
ARTER, MEL
You Name It
WKOK, Sunbury, Pa.
ARTHUR, DOUG
Danceland
WIBG, Philadelphia, Pa.
ASHBURN, RON
WNOX, Knoxville, Tenn.
ASHBY, DICK
940 Special
WMAZ, Macon, Ga.
ATKINSON, GORDON
Words & Music
CHUM, Toronto, Ont.
ATKINSON, J. C.
Waking with WAKN
WAKN, Aiken, S. C.
AUGELLO, JOSEPH
Hub Cap Caravan
WJLB, Detroit, Mich.
AUSTIN, BOB
KSDO, San Diego, Cal.
AVILA, MANUEL
Mexican Canta
KWBC, Ft. Worth, Texas
AYCOCK, BOB
Commuters Special
WMPS, Memphis, Tenn.

— B —

BABCOCK, WILLIAM
Bing Crosby Time
WJAS, Pittsburgh, Pa.
BAER, MAX
KFBK, Sacramento, Cal.
BAERG, ROYCE
Musical Varieties
KNEX, McPherson, Kansas
BAILEY, BILL
Welcome Inn
KRIZ, Phoenix, Ariz.
BAILEY, BILL
Smilin' Time
WMIX, Mt. Vernon, Ill.
BAILEY, GENE
Trading Post
KGBC, Galveston, Texas
BAILEY, RAY
Melody Matinee
KATY, San Luis Obispo, Cal.
BAINTER, BILL
Record Room
KIT, Yakima, Wash.
BAKER, BABE
In the Groove
WSAI, Cincinnati, O.
BAKER, BOB
Sunnyside Serenade
KORK, Las Vegas, Nev.
BAKER, GEOFGE
Polka Party
WESA, Charleroi, Pa.
BAKER, MERRILL
WOAP, Owosso, Mich.

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with

DICK GRANVILLE

MONDAY THRU SATURDAY
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★ HILLBILLY

★ RACE

IN ¼ HOUR SEGMENTS!

★

Dick IS ITCHIN TO DO YOUR PITCHIN!

★

Get on Stage

WITH

Dick Granville

that Sunny Funny Fellow with A PEACH OF A PITCH!

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BAKER, PAUL
Singing Stars
WLAD, Danbury, Conn.
BALDRIDGE, GENE
Gene's Record Shop
WSIP, Paintsville, Ky.
BALDWIN, BUD
Bud Baldwin Show
WING, Dayton, O.
BALDWIN, GENE
Silver Dollar Time
Time to Dance
KFKA, Greeley, Colo.
BANK, GAIL
Time Out For Melody
KWBB, Wichita, Kans.
BARAN, HENRY
Designs for Dancing
WVEC, Hampton, Va.
BARBER, CON
Today's Top Five
WGBS, Miami, Fla.
BARBOUR, HERSH
Musical Varieties
WCKB, Dunn, N. C.
BARCLAY, AL
Al Barclay's Danceland
WAMS, Wilmington, Del.
BARI, VERN
Hale Kula
KULA, Honolulu, T. H.
BARKER, BILL
Morning Jamboree
WSIP, Paintsville, Ky.
BARKLEY, JAMES
News and Music
KSUM, Fairmont, Minn.
BARLOW, JACK
Penthouse Party
WTOL, Toledo, O.

BARLOW, JAY
Mantrip
WHIN, Harlan, Ky.
BARNETT, PAUL
970 Club
WNEA, Jonesboro, Ark.
BARR, FRED
Spiritual Time
WWRL, New York, N. Y.
BARRY, GENE
Swing with Wing
WING, Dayton, O.
BARTELL, ED
Mr. Music
KQV, Pittsburgh, Pa.
BARTELL, PAUL
Fox Club
WFOX, Milwaukee, Wis.
BARTON, HAL
Syncopation Time
WTAD, Quincy, Ill.
BATEMAN, RAY
Ray Bateman Show
BATEY, HUGH
Music 'Til Midnight
WPDQ, Jacksonville, Fla.
BATTISTI, PAUL
Musical Clock
KRSN, Los Alamos, N. M.
BAUMAN, BILL
1140 Club
KSOO, Sioux Falls, S. Dak.
BAXTER, GORDON
Jambalaya
KTRM, Beaumont, Texas
BAULU, MARCEL
On prend le cafe
CKVL, Verdun, Canada

BEARD, LANCE
Club 900
WCOR, Lebanon, Tenn.
BEARD, PAT
Strictly from Dixie
WSTP, Salisbury, N. C.
BEASLEY, BOB
Yawn Patrol
WFKY, Frankfort, Ky.
BEAULIEU, HENRI
Club Ici L'on Danse
CJFP, Riviere du Loup
BEAULIEU, ROBT.
CJEM, Edmundston, N. B.
BEAUMONT, JOE
Hep-Parade
WJAT, Swainsboro, Ga.
BEAUMONT, PERRY
Music Shop
WLOK, Lima, O.
BECKWITH, SAM
$1,000,000 Ballroom
KEEN, San Jose, Cal.
BEECHER, DON
Start with a Whistle
WEOA, Evansville, Ind.
BEERS, BOBBY
Bobby's Bandstand
KOA, Denver, Colo.
BEGIN, JEAN-PAUL
A vos Disques et perils
CKCH, Hull, Que.
BEINERT, TED
WDZ, Decatur, Ill.
BENDER, TED
Open Mike
KTSM, El Paso, Texas
BENEDICT, NITA
Wishing Well
KPOA, Honolulu, T. H.

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ONLY TV STATION

WHAM-TV

MORT NUSBAUM

BENNETT, ZANE
Alarm Clock Club
WHJC, Matewan, W. Va.
BENOIT, LEO
CHLN, Trois-Rivieres, Que.
BENSON, BOB
Bob Benson Show
WBIZ, Eau Claire, Wis.
BERG, HAL
Clubtime
WILK, Wilkes-Barre, Pa.
BERGIE, BOB
Melody Matinee
KWBE, Beatrice, Neb.
BERGNER, CARL
Early Risers
WLAV, Grand Rapids, Mich.
BERLIN, PAUL
Dinner Date
KNUZ, Houston, Tex.
BERNARD, PAUL
Musically Yours
KWAT, Watertown, S. D.
BERRY, BILL
Berry's Band Stand
WDBO, Orlando, Fla.
BERRY, STAN
Be Merry with Berry
WBET, Brockton, Mass.
BETHEL, AL
Club 690
WHLM, Bloomsburg, Pa.
BEVERLY
Time for Beverly
KDB, Santa Barbara, Cal.
BEWICK, DOUG
Top O the Morning
WSPR, Springfield, Mass.
BIGLEY, DAVE
Rickeys Request Time
KFJI, Klamath Falls, Ore.

BILLS, DICK
Dick Bills Show
KOB, Albuquerque, N. M.
BILODEAU, JACQUES
American Hit Parade
CKBL, Metane, Que.
BINGHAM, PETE
WJOI, Florence, Ala.
BINTLIFF, TOM
1490 Club
KORN, Mitchell, S. Dak.
BIRD, BUD
Musical Mailbox
KISD, Sioux Falls, S. Dak.
BIRD, CHARLES, JR.
Showcase of the Stars
WKBZ, Muskegon, Mich.
BIRDSELL, JOHN
Melody, Inc.
KWAT, Watertown, S. D.
BIRRELL, HARRY
Day-Breaker
WSTV, Steubenville, O.
BLACK, CHARLIE
Charlie Black Show
WSAI, Cincinnati, O.
BLACK, MARTIN
Martin lack Show
KRAM, Las Vegas, Nev.
BLADMOND, VERNON
House of Blue Lights
WSID, Baltimore, Md.
BLADON, DOYLE
Happy Time
KFOR, Lincoln, Neb.
BLAIR, DON
This is the Hour
WNBZ, Saranac Lake, N. Y.
BLAIR, HARRY
Late Date
WGL, Fort Wayne, Ind.

BLAIR, LES
Dance Date
WGET , Gettysburg, Pa.
BLAKE, CHAS.
Goodtime Charlie
WSON, Henderson, Ky.
BLAKELY, CLINT
WAPI, Birmingham, Ala.
Musical Clock
BLANCHARD, LOWELL
Musical Clock
WNOX, Knoxville, Tenn.
BLASKE, ART
Musical Almanack
KFAM, St. Cloud, Minn.
BLEVINS, KEN
Ken's Korner
WTTH, Port Huron, Mich.
BLOCK, MARTIN
Make Believe Ballroom
WNEW, New York, N. Y.
BLOODWORTH, BILL
Coffee Pot Parade
WMVG, Milledgeville, Ga.
BLUM, GEORGE
Alarm Clock Club
KORN, Mitchell, S. Dak.
BOATES, F. M.
Breakfast with Boates
CKLN, Nelson, B. C.
BOBROW, NORM
Jazz at the Philharmonic
KOMO, Seattle, Wash.
BODA, LOU
Good Morning
WJER, Dover, O.
BOEHM, LUCIAN
1490 Club
WCPM, Cumberland, Ky.

Channel 73

Norman Geordan
WFMJ
Personality
NBC Radio and Television
Youngstown, Ohio

ERNIE SIMON
SEVEN YEARS IN TELEVISION
THE ERNIE SIMON SHOW, 4 to 5
Monday through Friday — WGN
ERNIE SIMON LUNCHEON PARTY
Monday through Friday — WGN-TV

BOGESS, JOHN
Request Hour
WLAG, LaGrange, Ga.
BOGGS, RAN
Music of the Masters
WMTC, Vanceleve, Ky.
BOKER, BILL
Western Caravan
WMIK, Middleboro, Ky.
BOLDT, VIC
Polka Times
KVIC, Victoria, Texas
BOLES, JERRY J.
Battle of Baritones
WMON, Moundsville, W. Va.
BONNER, ED
St. Louis Ballroom
KXOK, St. Louis, Mo.
BONNETT, JIM
Hillbilly Hits
KALB, Alexandria, La.
BOONE, JOE
Moonlight Melodies
WMVG, Milledgeville, Ga.
BOOTH, TED
Call the Spin
The Music Booth
WJVB, Jacksonville, Fla.
BORDEN, JACK
910 Club
WHAY, New Britain, Conn.
BOSTIC, JOE
Gospel Train
WLIB, New York, N. Y.
BOUCHER, WALTER
KXRX, San Jose, Calif.
BOURQUE, WARREN
Club 1230
WERI, Westerly, R. I.
BOWICK, BILL
Coffee with Bill
WALB, Albany, Ga.
BOZARTH, DICK
Requestfully Yours
WEBQ, Harrisburg, Ill.
BRADLEY, CURTIS P.
Requestfully Yours
WCRA, Effingham, Ill.
BRADLEY, LEM
KENA, Mena, Ark.
BRADLEY, WESLEY
Yawn Patrol
KRDO, Colorado Springs, Colo.
BRAGG, DEAN
Club 1230
WAYX, Waycross, Ga.
BRANCH, GEORGE
Yours for the Asking
WELC, Welch, W. Va.
BRAND, FRANK
Hot and Sweet
CKPR, Ft. Williams, Ont.
BRASCIA, VINCE
Top Five
KCRT, Trinidad, Colo.
BREN, SHELDON
Night Mayor of Honolulu
KULA, Honolulu, T. H.
BRENNAN, DAN
Breakfast Jamboree
WVOK, Birmingham, Ala.
BRENNER, PAUL
Requestfully Yours
WAAT, Newark, N. J.
BRIENNEN, DONALD
Record Party
WHSC, Hartsville, S. C.
BRIGHT, HOWARD
Bright & Early
WSAL, Logansport, Ind.
BRINGIER, ERNIE
Ernie the Whip
WMRY, New Orleans, La.
BRITO, PHIL
Phil Brito Show
WKAT, Miami Beach, Fla.
BRITTON, BASHFUL RED
Red Britton Show
KCSB, San Bernardino, Cal.
BRITTON, BILL
WNDB, Daytona Beach, Fla.
BROCK, RAY
The Fox Club
WHBY, Appleton, Wis.
BRODE, BUDDY
Jukebox Jamboree
WNAR, Norristown, Pa.
BROOK, NAT
K'Mon Along and Listen
KMON, Great Falls, Mont.
BROOKE, KIRBY
Kirby Brooke Show
WQAM, Miami, Fla.
BROOKS, LOU
1150 Club
WCOX, Middletown, Conn.
BROOKS, TOM
Babbling Brooks Show
WSAZ, Huntington, W. Va.
BROWN, BERNARD
Sittin In
WAPO, Chattanooga, Tenn.
BROWN, BILL
AM 1230 Club
WNEB, Worcester, Mass.
BROWN, CHUCK
Morning Melodies
WJMA, Orange, Va.
BROWN, DALE C.
Songs of our Times
KLO, Ogden, Utah

"Joe Franklin's Memory Lane"

on TV and radio

also

Joe Franklin Productions, Inc.

"specializing in nostalgia"

PLaza 8-2664

BROWN, DENNIS N.
Georgia Jamboree
WBGR, Jesup, Ga.
BROWN, H. A.
Rhythm Roundup
CBT, Grand Falls, Newf.
BROWN, LARRY
Rhythm Club
WPEN, Phil., Pa.
BROWN, PHIL
Breakfast with Brown
WGBA, Columbus, Ga.
BROWN, TED
Ted Brown Show
WMGM, New York, N. Y.
BROWNELL, LARRY
Larry Brownell Show
WHHH, Warren, O.
BROWNING, BILL
Best by Bill
KUTA, Salt Lake City, Utah
BRUCE, JACK
Barn Dance
WNAX, Yankton, S. D.
BRUCE, RAMON
Snap Club
WHAT, Phil., Pa.
BRUNS, DARLEEN
Date with Darleen
KIST, Santa Barbara, Cal.
BRUNS, GEORGE
Diggin' In
KWED, Seguin, Tex.
BRYAN, GIL
Bandstand
WTNS, Coshocton, O.
BRYAN, TONY
Klock Request
KNPT, Newport, Ore.
BRYANT, GEORGE
George Bryant Record Show
WSAI, Cincinnati, O.
BRYANT, KEN
Austin Radio Clock
KAUS, Austin, Minn.
BRYANT, WILLIE
Swing Matinee
WHOM, New York, N. Y.
BUCKLEY, NEIL
Requestfully Yours
WPFB, Middletown, O.
BUEHLMAN, CLINT
Clint Buehlman Show
WBEN, Buffalo, N. Y.
BUFFAY, JERREY
2nd Cup of Coffee Time
WCVA, Culpeper, Va.
BURCH, BOB
Discatorially Yours
KCSJ, Pueblo, Colo.
BURFORD, WM. R.
Morning on the Mahoning
WHHH, Warren, O.
BURGE, HARRY
Juke Box Serenade
WQAM, Miami, Fla.
BURGESS, FRANK
WHMA, Anniston, Ala.
BURGESS, RALPH
Party Line
WGBA, Columbus, Ga.
BURGESS, TOM
Saturday Matinee
WMSC, Columbia, S. C.
BURGHARDT, JACK
Spotlight on Welland
CHVC, Niagara Falls, Ont.
BURGIN, ROBIN
KDAC, Fort Bragg, Cal.
BURNS, ALLEN
Household Quizzer
WMPS, Memphis, Tenn.
BURTON, BOB
Breakfast with Burton
WEEK, Peoria, Ill.
BUSSE, ROB
Robin's Nest
WTTH, Port Huron, Mich.
BUTLER, JIM
Records Till Dawn
KMOX, St. Louis, Mo.
BUTTON, DAVE
Uncle Dave Makin with Music
KSVP, Artesia, N. M.
BUZZARD, DICK
1400 Club
WELM, Elmira, N. Y.

— C —

CADDELL, RAYMOND
Music Room
WHSC, Hartsville, S. C.
CADWELL, CLYDE
KFVD, L. A., Cal.
CALLEN, DON
Southland Serenade
KBIG, Avalon, Calif.
CALISTI, ALBERT
Trading Post
WDNE, Elkins, W. Va.
CAMPBELL, BOB
Coffee Time
WVMI, Biloxi, Miss.
CAMPBELL, CLIFF
Midnight Merry-Go-Round
KMO, Tacoma, Wash.
CAMPBELL, DICK
Top of the Morning
WDVA, Danville, Va.
CAMPERSON, WILLARD
Bill Camperson Show
WHOL, Allentown, Pa.
CANNON, STEVE
Cannonball Express
WISN, Milwaukee, Wis.
CANTOR, MARILYN
Republic Star Time
WMGM, New York, N. Y.
CARLEY, JIM
Carley's Corner
WPIN, St. Petersburg, Fla.
CARLTON, JOHN
Timekeeper
WERC, Erie, Pa.
CARMAN, J. C.
Platter Party
KWOE, Clinton, Okla.
CARPENTER, BOB
Breakfast Notes
WDBQ, Dubuque, Iowa
CARR, BILL
KWFC, Hot Springs Ark.
CARROLL, RAY
After Hours Swing Session
WHOM, New York, N. Y.
CARROLL, VINCE
Breakfast Parade
WBAX, Wilkes-Barre, Pa.
CARTER, BOB
KDB, Santa Barbara, Cal.
CARTER, CAL
Musical Clock
KAMD, Camden, Ark.
CARTER, LEROY
Carter's Clambake
KCTX, Childress, Tex.
CARTER, VAL
Joy a la Carter
WJOY, Burlington, Vt.
CARVER, JOHN
Moonlight Serenade
KODY, North Platte, Neb.
CASADY, DAVE
Platter Chatter
KXRA, Alexandria, Minn.
CASHIN, MICHAEL
Show Business
CKEY, Toronto, Ont.
CASSADAY, BILL
KBTM, Jonesboro, Ark.
CASTILLO, LOUIS J.
Record Review
KSLO, Opelousas, La.
CATO, EVELYN
Guest Dee-Jay
WMFS, Chattanooga, Tenn.
CAUDILL, CARL
Caudill's Coffee Club
WFTC, Kinston, N. C.
CAVANAUGH, JOE
Joe Cavanaugh Show
WARD, Johnstown, Pa.
CHAMBURS, PAT
Gulf Coast Serenade
WFLA, Tampa, Fla.
CHANDLER, JOEL
Melody Corner
WJOY, Burlington, Vt.
CHANDLER, MIMI
Coffee Time
WVLK, Lexington, Ky.
CHAPMAN, JERRY
The Lowdown
WIRE, Indianapolis, Ind.
CHARBONNEAU, GENE
CKY, Winnipeg
CHILES, LOUIS
Country Playhouse
WROL, Knoxville, Tenn.
CLARK, BRUCE
Openhouse
WLRP, New Albany, Ind.
CLARK, COTTONSEED
Cottonseed Clark Time
KSVM, San Mateo, Cal.
CLARK, GORDON
Afternoon Variety
KRAL, Rawlins, Wyo.
CLARK, GORDON
Gordon's Recordin'
KRIC, Beaumont, Tex.
CLARK, HOWARD
Barnyard Frolics
WPDQ, Jacksonville, Fla.
CLARK, JACK
Bill Weaver Show
KCBS, San Francisco, Cal.
CLARK, JERRY
Spin In
WJBW, New Orleans, La.
CLARK, JIM
Hillbilly Hayride
WWGP, Sanford, N. C.
CLARK, TED
Off the Record
WCED, DuBois, Pa.
CLAUSER, AL
Morning Ramble
KTUL, Tulsa, Okla.
CLAY, TOM
Moonlight Serenade
WKOP, Binghamton, N. Y.
CLAYTON, BOB
Waitin' for Clayton
WPIN, St. Petersburg, Fla.
CLAYTON, BOB
Tune Time
WVVW, Fairmont, W. Va.
CLEM, DON
Old Time Melodies
KWRE, Warrenton, Mo.
CLEMENT, JOHNNIE
Record Shop
WKLV, Blackstone, Va.
CLEMENTS, JOHN
The Time, Temp & Tune
KELO, Sioux Falls, S. D.
CLIFTON, JACK
Clifton's House Party
WJW, Cleveland, Ohio
COBB, WALLY
Wally's Follies
WWPB, Miami, Fla.
COCHEMS, BOB
Wake Up and Live
KYCA, Prescott, Ariz.

COCHRANE, TOM
Musical Meeting Place
KWYO, Sheridan, Wyo.
COCKERLL, CLEM
Readin' Ritin' Rhythm
WKCT, Bowling Green, Ky.
CODDINGTON, BOB
P. G.'s Parade
WONN, Lakeland, Fla.
COGGINS, JIMMIE
Wake Up and Sing
WKDK, Newberry, S. C.
COKER, WILL
Pony Express
KFDM, Beaumont, Texas
COLE, CLIFF
Cliff's Corner
KERG, Eugene, Ore.
COLE, MAX
Wake Up New York
WOV, New York, N. Y.
COLEMAN, BOB
Midnite Merry-Go-Round
WJPA, Washington, Pa.
COLEMAN, LES
Coleman's Clockwatchers
WFAI, Fayetteville, N. C.
COLEMAN, PAUL
Timekeeper
WINR, Binghamton, N. Y.
COLEMAN, RALPH
Saturday Showcase
KLTI, Longview, Texas
COLLIE, BIFF
Collie's Corral
KNUZ, Houston, Tex.
COLLINS, TOM
Western Jamboree
KPBM, Carlsbad, N. M.
COLONE, ANN
Ann Colone Show
WGL, Fort Wayne, Ind.
COLUMBUS, JOHN A.
Requestfully Yours
WPUV, Pulaski, Va.
COMER, FRANK
800 Radio Row
WLAD, Danbury, Conn.
COMPTON, AL
Mail Bag
WCKB, Dunn, N. C.
CONLEY, BOB
WAGR, Morgantown, W. Va.
CONLY, FRANK
Nitewatch
WHUN, Huntington, Pa.
CONNELL, PAT
Requestfully Yours
KGVO, Missoula, Montana
CONNOR, HUGH
Off the Record
WQAN-Scranton, Pa.
CONNOR, TED
Ted Conner Show
WFMJ, Youngstown, O.
CONNORS, MYLES
Journey Into Melody
WTWN, St. Johnsbury, Vt.
CONSTANTION, JOE
KIST, Musiclock
KIST, Santa Barbara, Cal.
COOK, ED
Red, Hot and Blue
WMBM, Miami Beach, Fla.
COOK, JACK
Melody Playhouse
WNOK, Columbia, S. C.
COOK, RUSS
Records with Russ
WHBY, Appleton, Wis.
COOK, VERNE
980 Melody Lane
WTRY, Troy, N. Y.
COOPER, BILL
Hillbilly Hit Parade
WOBS, Jacksonville, Fla.
COOPER, BOB
Tops in Pops
WPBC, Minneapolis, Minn.
COOPER, LEE
Club Matinee
WFNS, Burlington, N. C.
COOPER, TOM
Red Rooster
WACB, Kittanning, Pa.
COOPWOOD, JESSE
Stompin' Room
WWCA, Gary, Ind.
COPE, FRANK
Alarm Klok Klub
KJBS, San Francisco, Cal.
COPELAND, CHAS.
Juke Box Serenade
CKBW, Bridgewater, N. S.
GORDON, JERRY
Club 1400
WSLB, Ogdensburg, N. Y.
CORE, HOUSTON
Morning in Carolina
WAYS, Charlotte, N. C.
CORLEY, BOB
Cuzzin Lem
WQXI, Atlanta, Ga.
CORMIER, FLOYD J.
Floyd's Record Shop
KSLO, Opelousas, La.
COSSMAN, BOB
Western Aires
WINX, Rockville, Md.
COSTON, MONROE
Shoppin Guide
KCLE, Cleburne, Texas
COTTONGIM, EARL
Madness for Monday
WSFC, Somerset, Ky.
COURTNEY, ERNIE
Wax Wagon
CKX, Brandon, Manitoba
COUGHLIN, LOUIS
Music For You
WCLI, Corning, N. Y.
COVERT, DALE
Melody Go-Round
KHBG, Okmulgee, Okla.
COWELL, ED
Breakfast Club
WJHL, Johnson City, Tenn.
COWELL, EDDIE
The Corner
WCYB, Briston, Va.
COX, HERBERT
Ebany House
KXEL, Waterloo, Iowa
CRADDOCK, MYRON
Melody Roundup
WMLS, Sylacauga, Ala.
CRAGER, BOB
Melody Matinee
WWCO, Waterbury, Conn.
CRAIG, BILL
Coffee Time
WATA, Boone, N. C.
CRAIG, GEORGE
Coffee with Craig
KFDX, Wichita Falls, Tex.
CRAIG, REG
Sunrise Jamboree
WEBJ, Brewton, Ala.
CRANDALL, RAY
First Call
WAAF, Chicago, Ill.
CRANE, BOB
The Town Crier
WICC, Bridgeport, Conn.
CRAVER, J. C.
Morning in Montgomery
WMON, Montgomery, W. Va.
CRAVEN, TED
Dusty Discs
KWBG, Boone, Iowa
CRAWFORD, GEORGE
WOL, Washington, D. C.
CRAWFORD, JIM
J. C. Show
WERC, Reidsville, N. C.
CRIST, JIM
Morning in Maryland
WFBR, Baltimore, Md.
CROCKER, SID
Sad Sack
KLFY, Lafayette, La.
CROMBIE, DICK
Dance Time
KJR, Seattle, Wash.
CRONE, BILL
Jay & Ginger
CKOY, Ottawa, Ont.
CROOKER, WAYNE
Wayne Crooker, D. J.
WFAU, Augusta, Maine
CROPP, GORDON
Yours for the Asking
WREL, Lexington, Va.
CROSKERY, BOB
KCRC, Enid, Okla.
CROSS, GEORGE
Afternoon Varieties
WHLS, Port Huron, Mich.
CROUTER, WALLY
Top O' the Morning
CFRB, Toronto, Ont.
CROWELL, GEORGE
Club 930
KHJ, L. A., Cal.
CRUMPLEY, GUY
Gospel Train
WOBS, Jacksonville, Fla.
CRUTCHLEY, BILL
WNDB, Daytona Beach, Fla.
CUMMINS, RAY
Carolina Hayride
WMBL, Morehead City, N. C.
CUMMINGS, TONY
Tony's Twilight Tune Time
WIKK, Erie, Pa.
CUNNINGHAM, CHUCK
Turntable Time
KTTR, Rolla, Mo.
CURTIS, GENE
Just 'Forenoon
KGLN, Glenwood Springs, Col.
CURTIS, MARK
Mark Time
KOLO, Reno, Nev.
CURTIS, RONALD
Musical Matinee
WFBL, Syracuse, N. Y.

— D —

DAHL, DON
Open House
KDAL, Duluth, Minn.
DAIGLE, JEAN
Grenier do la Chanson
CKBL, Matane, Que.
DALE, REX
Makebelieve Ballroom
WCKY, Cincinnati, O.
DALY, BUD
930 Melody Lane
WSAZ, Huntington, W. Va.
DAMERON, CHARLIE
Charlie's Top Ten
WFTL, Ft. Lauderdale, Fla.
D'ANGELO, ARNIE
Music Time
WAGE, Syracuse, N. Y.
D'ANGELO, MIKE
1490 Club
WMGW, Meadville, Pa.
DARIEN, FRANK, JR.
Frank's Juke Box
KSJO, San Jose, Cal.
DARLAND, BILL
KELD, El Dorado, Ark.
DARY, ALAN
Dary-Go-Round
WORL, Boston, Mass.

DAUGHERTY, DICK
Coffee Time
WFIN, Findlay, Ohio

DAUGHERTY, "DOC"
1250 Luncheon Club
WNOW, York, Pa.

DAVIS, ART
Western Roundup
KEPO, El Paso, Texas

DAVIS, BILL
Hillbilly Jamboree
WCOH, Newnan, Ga.

DAVIS, BOBBIE LEE
Record Room
KTMS, Santa Barbara, Cal.

DAVIS, DON
Open House
KFRC, San Francisco, Cal.

DAVIS, ERNIE
Ernie Davis Show
WABY, Albany, N. Y.

DAVIS, GENE
Requests Review
WAKR, Akron, Ohio

DAVIS, HAL
Musical Merry-Go-Round
WPAR, Parkersburg, W. Va.

DAVIS, JOHN E.
The EasySide
KLYN, Amarillo, Texas

DAVIS, TEX
All Star Record Roundup
WELS, Kinston, N. C.

DAVIDSON, BRYAN
Platter Magic
WRAY, Princeton, Ind.

DAWS, HOBSON
860 Club
KOSE, Osceola, Ark.

DAWES, BILL
Bill Dawes Show
WCPO, Cincinnati, O.

DAWSON, CHUCK
Reelaxin' Time
KMVI, Wailuku, Maui, T. H.

DAY, DON
Coffee Hour
WSWN, Belle Grade, Fla.

DAY, GEORGE
Daytimes
KERO, Bakersfield, Calif.

DEAL, ARCHIE
Wake Up Club
WIRC, Hickory, N. C.

DEAL, BILL
Clock O' the Morn
WCAM, Camden, N. J.

DEAL, JACK
Jack Deal Show
WHCU, Ithaca, N. Y.

DEAN, BOB
Tops in Pops
WFUN, Huntsville, Ala.

DEAN, WESLEY
Farmfolks Jamboree
KGRI, Henderson, Texas

DEANE, BUDDY
Wake Up Baltimore
WITH, Baltimore, Md.

DEANE, JOE
Open House
WHEC, Rochester, N. Y.

DEAY, JIM
Early Bird Show
KTSW, Emporia, Kansas

DeBEAU, LARRY
Timekeeper Show
WTAC, Flint, Mich.

DEBENPORT, CHARLES
Memos and Melodies
KITE, San Antonio, Texas

DEBNAM, BOB
Pastel Room
WCOG, Greensboro, N. C.

DEE, MARY
Mary Dee Show
WHOD, Homestead, Pa.

DEE, TOMMY
Rise and Shine
WSBT, South Bend, Indiana

DEER JIMMY
Jimmy Deer Show
WDAK, Columbus, Ga.

DEITZ, LARRY
Midnight Frolics
WVVW, Fairmont, W. Va.

DELMONT, JIMMY
Five O'clock Club
WTCN, Minneapolis, Minn.

DEMING, CHARLIE
Gloom Chaser
WKPT, Kingsport, Tenn.

DERRY, DUKE
Swingtime
WJAG, Norfolk, Neb.

DERRICK, JIM
Swing Out Sweet Music
WPLA, Plant City, Fla.

DEVILLE, BOB
Saturday Session
WJER, Dover, O.

DIANE
Diane Program
WBEN, Buffalo, N. Y.

DIEBEL, DICK
Music Mart
KURV, Edinburg, Texas

DIEHL, JACK
Requestfully Yours
KIUP, Durango, Colo.

DILL, GLEN
The Sundial
WTSP, St. Petersburg, Fla.

DINSMORE, ED
Luncheon Club
WBEN, Buffalo, N. Y.

DIXON, DAVE
Rhythm and Blues
KSTL, St. Louis, Mo.

DIXON, PAUL
Paul Dixon Show
WCPO, Cincinnati, O.

DIXON, RANDY
Ebony Hall Of Fame
WDAS, Phil., Pa.

DIXON, ROY
Top of the Trail
KTRM, Beaumont, Texas

DOBBINS, LARRY
Platter Party
WRLD, West Point, Ga.

DOBBS, HARVEY
Date with Dobbs
CHUM, Toronto, Ont.

DOBBS, JACK
Platter Party
WZOB, Fort Payne, Ala.

DOENGES, JOHN
Sunrise Serenade
KBNZ, La Junta, Colo.

DOKEY, OKEY
Okey Dokey Show
WBOK, New Orleans, La.

DOLL, BOB
Doll House
WCSI, Columbus, Ind.

DONALDSON, SAM
Sams Show
KEPO, El Paso, Texas

DONNELLY, JIM
Red Rooster
WCOJ, Coatesville, Pa.

DONOGHUE, STEVE
Dawn Patrol
WHMP, Northampton, Mass.

DOOLEY, PETE
Top Tunes
WOMI, Owensboro, Ky.

DOREMUS, JOHN
Melody Bandstand
KRMG, Tulsa, Okla.

DOREY, RAY
Ray Dorey Show
WHDH, Boston, Mass.

DORN, BILL
The Bill Dorn Show
WEEK, Peoria, Ill.

DORRIS, DAVE
KYA, San Francisco, Cal.

DORRIS, LEE
Red Hot and Blue
WSOK, Nashville, Tenn.

DORSEY, ROD
Nightowl Serenade
WJNC, Jacksonville, N. C.

DOUGLAS, JOHN
Name This Program
KCSJ, Pueblo, Colo.

DOUGLAS, MERL
Merl Douglas Show
KMA, Shenandoah, Iowa

DOUGLAS, MIKE
1490 Club
KYCA, Prescott, Ariz.

DOW, WM.
Turntable Terrace
WCAX, Burlington, Vt.

DOWELL, SAXIE
Sincerely Yours
WGN, Chicago, Ill.

DOWNEY, JACK
Jack's Waxworks
WONS, Hartford, Conn.

DRESDEN, CHUCK
KPRL, Paso Robles, Cal.

DRESSELHUYS, TOM
Night Watch
KSDN, Aberdeen, S. Dak.

DRISCOLL, DICK
Music Before Midnite
KXRA, Alexandria, Minn.

DRURY, RAY
Platter Date
WSPR, Springfield, Mass.

DUDLEY, BILL
Club A M
WMLS, Sylacauga, Ala.

DUFFY, LEE
Wills Creek Hoedown
WTBO, Cumberland, Md.

DUGDALE, CHARLIE
Here's Charlie
KFOR, Lincoln, Neb.

DUKAS, JIM
Moonlight Savings Time
WPAR, Parkersburg, W. Va.

DUKE, BILL
950 Club
KDSX, Denison, Tex.

DULANE, CHUCK
Chuck Dulane Show
WGAY, Silver Spring, Md.

DUMAS, ROLAND
Tops in Pops
WMAS, Springfield, Mass.

DUNBAR, EDWARD
Cousin Ed
WBBQ, Augusta, Ga.

DUNCAN, DOPEY
Crossroad Store
WKAP, Allentown, Pa.

DUNCAN, J. AL
Jam, The Boogie Man
WJAM, Marion, Ala.

DUNCAN, LEE
Lucky Lager Dance Time
KRAM, Las Vegas, Nev.

DUNCAN, W. J.
KSEL, Lubbock, Texas

DUNLAP, WALLIE
Dial Dunlap
WICC, Bridgeport, Conn.

DUNN, BOB
Night Watch
KWBR, Oakland, Cal.
DUNN, BOB
1240 Club
KRAL, Rawlins, Wyo.
DUNSTAN, KEN
Range Roundup
CFGP, Grande Prairie, Alta.
DUQUET, WALLY
920 Club
WTTM, Trenton, N. J.
DUTRISAC, JEAN
Club 1450
CHEF, Granby, Que.
DURAND, TOM
Tom Durand Show
WTTM, Trenton, N. J.
DWELLEY, DALE
Lassen Roundup
KSUE, Susanville, Cal.
DYER, BOB
Hall of Records
WKNX, Saginaw, Mich.

— E —

EAGER, CLAY
Clay's Country Capers
WLOK, Lima, O.
EARLY, BOB
Bob Early Show
WALK, Patchogue, N. Y.
EASON, DICK
Talent House
KREL, Baytown, Texas
EAST, HENRY
Noontime Frolic
WLAG, LaGrange, Ga.
EATON, GORDON
Music made in USA
WCCO, Minneapolis, Minn.
EDGAR, BILL
Hillbilly Hits
KTRN, Wichita Falls, Tex.
EDGAR, GEORGE
Klan Klub
KLAN, Renton, Wash.
EDWARDS, BOB
Tops In Pops
KCBD, Lubbock, Texas
EDWARDS, CHARLIE
Charlie Edwards Show
WPDQ, Jacksonville, Fla.
EDWARDS, DICK
1340 Club
WBIW, Bedford, Ind.
EDWARDS, LARRY
Larry Edwards Show
WJEL, Springfield, O.
EDWARDS, MARTIN
Wake Up Baltimore
WITH, Baltimore, Md.
EDWARDS, RICK
Your Request
WRAC, Racine, Wis.
EICHHORN, ROBERT
Swingtime Serenade
WCLT, Newark, O.
ELAMON, JIM
KELD, El Dorado, Ark.
ELLIOT, BRUCE
Harmony Lane
KODL, The Dalles, Ore.
ELLIOTT, DOYCE
Yours til Midnite
KOSA, Odessa, Tex.
ELLIOT, GLENN
Spins & Needles
WANE, Ft. Wayne, Ind.
ELLIOT, HANK
Music Hall
WMEX, Boston, Mass.
ELLIS, PETE
Man About Midnight
WENE, Binghamton-Endicott, N. Y.
ELLWANGER, DAVID
1490 Club Musical Clock
WHBB, Selma, Ala.
ELSNER, ROY
920 Special
KECK, Odessa, Tex.
ELLSWORTH, JACK
Memories in Melody
WALK, Patchogue, N. Y.
EMBODY, DICK
Western Jamboree
KGGF, Coffeyville, Kansas
EMM, LOU
Kaffee Klatsch
WHIO, Dayton, Ohio
ENO, JACK
Musical Market Basket
WEBR, Buffalo, N. Y.
EPPERSON, BOB
You Name It, I'll Spin It
WSYD, Mt. Airy, N. C.
ERWIN, JIM
Jim's Place
WMIX, Mt. Vernon, Ill.
ERWIN, SKIP
Skipper's Showboat
WMOK, Metropolis, Ill.
ESHELMAN, JIM
Music for You
WKLV, Sparta, Wis.
ESTES, DAVE
The Bestes' With Estes
KWTO, Springfield, Mo.
EVANS, AL
Words and Music
KGNC, Amarillo, Texas
EVANS, ALAN
Heavens, It's Evans
WHOK, Lancaster, O.
EVANS, BILL
WGAU, Athens, Ga.
EVANS, BILL
Bill Evans Show
WGN, Chicago, Ill.
EVANS, GREG
Music & Stuff
WFAU, Augusta, Maine
EVANS, JOHN
Johnny Calling
WIS, Columbia, S. C.
EVANS, LOU
Shopping Newsicale
KSUN, Bisbee, Ala.
EVANS, MARK
Housewive's Protective League
WTOP, Washington, D. C.
EVANS, MILTON
Question Man
KLTI, Longview, Texas
EVANS, RONNIE
Yawn Patrol
WRBL, Columbus, Ga.
EVERSON, CHRIS
Red, Hot and Blue
WCBI, Columbus, Miss.
EWING, CLIFF
KOOK, Billings, Mont.
EYRICH, DICK
Matinee Frolic
WSIR, Winter Haven, Fla.

— F —

FABIEN, LOU
Dawn Patrol
WARC, Rochester, N. Y.
FAGUE, RICHARD
Nite Watch
WHAY, New Britain, Conn.
FAHRENBRUCK, JERRY
Musical Clock
KBRL, McCook, Neb.
FALCON, BOB
Bay Window
WGRO, Bay City, Mich.
FAREY, ED
Spinner Sanctum
CKDA, Victoria, B. C.
FARKAS, CHUCK
Platter Party
KBKI, Alice, Texas
FARMER, JON
The Early Worm
WAGA, Atlanta, Ga.
FARRAR, WAYNE
Morning Madness
KMAE, McKinney, Tex.
FARRELL, MAURY
WAPI, Birmingham, Ala.
FAULK, JOHN HENRY
John Henry Faulk Show
WCBS, New York, N. Y.
FAULKNER, HARRY
Nite Watch
WBRY, Waterbury, Conn.
FELLER, SHERM
WLAW, Boston, Mass.
FELTHAM, LYALL
Stretch and Yawn
CJAV, Port Alberni, B. C.
FENNER, LYLE
Nite Watch
KRNR, Roseburg, Ore.
FERGUSON, BILL
Wake Up with WONN
WONN, Lakeland, Fla.
FIELD, CHUCK
Flying Discs
KMED, Medford, Ore.
FIELD, TOM
11th Hour News
WTAM, Cleveland, Ohio
FIELDS, CUYLER P.
Coffee Club
WRHI, Rock Hills, S. C.
FILE, AUGIE
Records for Rising
WLOX, Biloxi, Miss.
FILKINS, LARRY
Ladies Choice
KACB, Liberal, Kansas
FILIPIAK, STEVE
Matinee at Sun-up
WHRV, Ann Arbor, Mich.
FINEGAN, JOE
Reville Rendezvous
WBUX, Doylestown, Pa.
FINLEY, LARRY
The Larry Finley Show
KFWB, L. A., Cal.
FINN, LEO
Spin with Finn
WMMW, Meriden, Conn.
FINN, MICHAEL
Finn Fare
WEOA, Evansville, Ind.
FISCHER, LARRY
Record Shop
WLOL, Minneapolis, Minn.
FITZGERALD, COLIN
Morning Informalities
CJOR, Vancouver, B. C.
FITZGERALD, ED
Discs and Dollars
WOOD, Grand Rapids, Mich.
FITZGERALD, PAT
Fitz Parade
WNOK, Columbia, S. C.
FLAHERTY, BOB
Nighthawks
WCKY, Cincinnati, O.
FLANAGAN, PAUL
Record Man
WTRY, Troy, N. Y.

FLEET, TOM
Radio Relay Quiz
KCNY, San Marcos, Texas
FLEISNER, RON
Music of the Masters
WTKM, Hartford, Wis.
FLINDERS, DON
Flinders Frolic
KLIX, Twin Falls, Idaho
FLOOD, JOE
Upsee Daisy
KTLN, Denver, Colo.
FLORENCE, GEORGE
Dancing in the Dark
WGAU, Athens, Ga.
FLOWERS, TIGER
Coffee Club
WDSA, New Orleans, La.
FLOYD, PHIL
Date with a Disc
CFGP, Grande Prairie, Alta.
FOLAND, MYLES
Myles Foland Show
WIRL, Peoria, Ill.
FOLLOWILL, MURRAY
Western Hit Parade
KDSX, Denison, Tex.
FORBES, BOB
Musical Alarm
WJMX, Florence, S. C.
FORBES, JERRY
Melody Express
WMAS, Springfield, Mass.
FORD, CLIFF
Disc Derby
KFRU, Columbia, Mo.
FORD, DES
Music Till Midnight
WTND, Orangeburg, S. C.
FOREMAN, R. I.
Musical Forum
WLDY, Ladysmith, Wis.
FOWLER, BILL
WGPC, Albany, Ga.
FOWLER, BOB
Ham with your Eggs
KBOR, Brownsville, Tex.
FOWLER, JIM
WGPC, Albany, Ga.
FOX, DAVID
Platter-Chatter
WICH, Norwich, Conn.
FRANCIS, BILL
House Party
WNHC, New Haven, Conn.
FRANCIS, RED
Red Francis Show
WHBG, Okmulgee, Okla.
FRANK, BEECHER
Continental Room
WKLO, Louisville, Ky.

FRANKLIN, JOE
B. Mar. 9, 1926, Bronx, N. Y.; Joe Franklin's Memory Lane, WABC-TV

FRANKLIN, JOHN
Disc Jockey Revue
KUKI, Ukiahn, Cal.
FRASER, RAY
Country Store
WHAP, Hopewell, Va.
FRAY, JACUES
Listening with Jacques Fray
WQXR, New York, N. Y.
FRAZIER, HAL
Breakfast Club
WSTP, Salisbury, N. C.
FREDERICKS, HAL
Song and Dance Parade
KXOK, St. Louis, Mo.
FREDERICKS, PAT
Coffee Time
WMAY, Springfield, Ill.
FREED, ALAN
Moon Dog House
WJW, Cleveland, Ohio
FREELAND, BILL
Sweet Peach Show
WRUF, Gainesville, Fla.
FREEMAN, OLIE
Jazzland
KTIM, San Rafael, Cal.
FREGOSO, TEDDY
KALI, Pasadena, Cal.
FREIMUTH, BOB
Yops In Pops
KVIC, Victoria, Texas
FRENCH, BOB
Spin A Tunes
WVSC, Somerset, Pa.
FRENCH, JIM
Club 1090
KING, Seattle, Wash.
FRISCH, BOB
Party Line
WCAN, Milwaukee, Wis.
FRITZ, JOHN
Ol' Man Fritz
WFMJ, Youngstown, O.
FRITZE, MEL
KYA, San Francisco, Cal.
FROEMKE, RICH
Million Dollar Ballroom
KTLN, Denver, Colo.
FROEMMING, BOB
Happy Days
WRFW, Eau Claire, Wis.
FROST, O'NEIL
WAUD, Auburn, Ala.
FUSCO, DAN
Date with Danny
WRUN, Utica, N. Y.
FRYER, HAROLD B., JR.
Pop Shop
WLIO, E. Liverpool, O.
FULLEN, GENE
Club 33
WBNS, Columbus, Ohio
FULLER, CARRY
Carry Fuller Show
WLIB, New York, N. Y.
FULLER, PHYLLIS
Telegram Request
WSLB, Ogdensburg, N. Y.

— G —

GAINES, CHUCK
Music from Record Room
WLET, Toccoa, Ga.
GAINES, ED
Disc and Data
KBKI, Alice, Texas
GAINES, JERRY
WHAT, Phil., Pa.
GAINES, ROY
Music for Today
WLET, Toccoa, Ga.
GAINES, WALT
Hit Parade
WIEL, Elizabethtown, Ky.
GALE, JOHN
John Gale Show
WINN, Louisville, Ky.
GALE, MIKE
Spinner Sanctum
WHHH, Warren, O.
GALGON, PAUL
Morning-Go-Round
WKAP, Allentown, Pa.
GALLAHER, EDDIE
Sundial
WTOP, Washington, D. C.
GALVIN, BILL
Date with a Disc
WKOX, Framingham, Mass.
GANNAWAY, TOM
Sincerely Yours
WRAD, Radford, Va.
GARCIA, GENE
Unk Gene
WALT, Tampa, Fla.
GARDNER, JACK
Ranch Party
WBIP, Booneville, Miss.
GARRI, NICK
Night Watch
WHAT, Phil., Pa.
GARWOOD, JOHN
1450 Club
WNBZ, Saranac Lake, N. Y.
GARY, ANDY
Juke Box Review
WNOK, Columbia, S. C.
GASS, GEOF
Rumpus Room
KSRV, Ontario, Ore.
GASTON, LYLE
Jamboree
KSWO, Lawton, Okla.
GASTON, MARCUS
Musical Moments
KSIW, Woodward, Okla.
GEER, STEVE
Let's Get together with records
WLCR, Torrington, Conn.

GEORDAN, NORMAN
B. August 15, 1927, New York, N. Y.; The Norm and Irene Show, Junior Jury, Chime Time, The World at Mid-Day, Teen Tattle, The Classical Hour, WTHI, Terre Haute, Indiana

GERO, NORMAN
Club Rendezvous
WCOG, Greensboro, N. C.
GEYER, GEORGE
George Geyer Show
WMUR, Manchester, N. H.
GHIORSE, LARRY
Platter Patter
WBET, Brockton, Mass.
GIBBONS, BILL
Club 1570
WFGN, Gaffney, S. C.
GIBSON, TOM
Sharecroppers Roundup
WTJH, East Point, Ga.
GIDLEY, JAMES M.
Club 1450
KXLQ, Zozeman, Montana
GILLILAND, JOHN
KOLJ, Quanah, Texas
GILLIS, BUD
Bud Gillis Show
WHKC, Columbus, Ohio
GILMORE, BRUCE
WGH, Digest
WGH, Newport News, Va.
GILREATH, H. C.
Gospel Song Time
WVOP, Vidalia, Ga.
GISH, EDDIE
KLIX Ballroom
KLIX, Twin Falls, Idaho
GLENN, RICH
Hillbilly Supper Club, Swing Shift
KXOL, Fort Worth, Tex.
GLYNN, JOHN
Melody Clock
WIRA, Ft. Pierce, Fla.
GODDARD, DICK
Rhythm Ranch
WFKY, Frankfort, Ky.
GOLDMAR, ERIC
Goldmar's Gambols
KTLW, Texas City, Tex.
GONZALES, ED
Big Rig Serenade
WCMB, Harrisburg, Pa.
GOODMAN, JOHNNY
Top of Morning
KSOX, Harlington, Tex.
GOODRICH, JIM
Hour of Charm
KCLX, Colfax, Wash.

GOODRICH, JIM
Mostly Music
KVOS, Bellingham, Wash.
GOODWIN, ART
Music Man
WAGE, Syracuse, N. Y.
GOUNDER, JACK
Music for Motoring
WEEU, Reading, Pa.
GOVE, ELLIOTT
Club 570
WSYR, Syracuse, N. Y.
GOWAN, ORIS
Let's Go with Gowen
WAIN, Columbia, Ky.
GRADY, JOE
950 Club
WPEN, Phil., Pa.
GRAHAME, DICK
WIS Goes Calling
WIS, Columbia, S. C.
GRAINGER, GERRY
Coffee Capers
KOSA, Odessa, Texas
GRANT, HAL
Musical Clock
WDBJ, Roanoke, Va.
GRANT, JOHNNY
KMPC, Hollywood, Calif.
GRANT, LARRY
Vagabond House
KHON, Honolulu, T. H.
GRANT, LLOYD
Musical Almanac
WNAX, Yankton, S. D.
GRANT, MILT
WOL, Washington, D. C.
GRANT, RAY
Western Jamboree
KCTI, Gonzales, Texas

GRANVILLE, DICK
Mid-Day Matinee, WBGE; Wake Up and Smile, WATL; Atlanta, Ga.

GRATTON, BILL
Sunrise Serenade
KDSH, Boise, Idaho
GRAULICK, BERT
Burnt Toast and Coffee
WVCG, Coral Gables, Fla.
GRAVES, TOM
Siesta Time
KOLS, Pryor, Okla.
GRAWER, JOE
Dance Time
KOLS, Pryor, Okla.
GRAY, BARRY
Barry Gray Show
WMCA, New York, N. Y.
GRAY, JOHN
Gray's Array
WDOD, Chattanooga, Tenn.
GRAY, SOLON
Roll Call
KCOL, Fort Collins, Colo.
GRAY, STUART
Stuart Gray Show
WKRC, Cincinnati, O.
GRAZZAN, JOE
Hits for Today
WCPA, Clearfield, Pa.

GREEN, ART
Make Believe Ballroom
WINZ, Miami
Curtain Calls
WTVJ, Miami

GRIFFIN, DEAN
Platter Part
WHSY, Hattiesburg, Miss.
GRIFFIN, ZEKE
Boogie Beat
KSAN, San Francisco, Cal.
GRIGGS, JERRY
Midday Parade
WMSL, Decatur, Ala.
GRIMES, LEONARD
Musical Clock
WCLD, Cleveland, Miss.
GRISCHOW, GENE
Alarm Clock Review
KIT, Yakima, Wash.
GRISWOLD, JOHNNY
Johnny G. Show
KOB, Albuquerque, N. M.
GROCE, ROCKY
Rockin' Rhythm
WFEC, Miami, Fla.
GROVE, MACK
Wax Works
WICA, Ashtabula, O.
GUTIEREZ, LUPE
Latin Home Hour
KCSB, San Bernardino, Cal.
GUY, AUBRY
Dixie Merry Go Round
WMC, Memphis, Tenn.
GUY, JUAN PILAU
Guy Show
Lihue, Kauai, T. H.
GWYNN, EASY
Easy Does It
WIBC, Indianapolis, Ind.

— H —

HAASER, CHARLIE
Shoppers Special
WMAS, Springfield, Mass.
HAGAN, STAN
Top Tune Time
KFH, Wichita, Kans.
HAGGART, BUD
Blues Chasers
WFDF, Flint, Mich.
HAGLER, BILL
Coffee Time
WSPC, Anniston, Ala.
HAHN, BILL
Breakfast with Bill
WNAC, Boston, Mass.
HAIL, MAL
Willie & Mal
WKIP, Poughkeepsie, N. Y.
HAINES, FRANK
KVEN, Ventura, Cal.
HAINES, HAPPY
Moon Dial
KOEL, Oelwein, Iowa
HAINES, JIM
Concert Hour
KBKW, Aberdeen, Wash.
HAINS, FRANK
Record Shop
WVIM, Vicksburg, Miss.
HAIDEMAN, GLENN
Platter Parade
WHUM, Reading, Pa.
HALE, CHARLIE
Charlie's Village
WCMI, Ashland, Ky.
HALE, PHIL
Phil Hale Show
WKNB, New Britain, Conn.
HALL, CHARLES
Yawn Patrol
WCSC, Charleston, S. C.
HALL, EDWARD R.
KELD, El Dorado, Ark.
HALL, JACK
KMJ, Fresno, Calif.
HALL, JIM
Jim Hall Show
WFNS, Burlington, N. C.
HALL, JOE M.
Night Train
WKSR, Pulaski, Tenn.
HALL, REDD
KM Revue
WTKM, Hartford, Wis.
HALPERN, ALLAN
Music for You
WICH, Norwich, Conn.
HALSTEAD, C.
Club 1490
KDIA, Auburn, Calif.
HAMANN, CLARENCE
Popa Stoppa
WJMR, New Orleans, La.
HAMBY, BILL
Alarm Clock Club
WTJS, Jackson, Tenn.
HAMILTON, BOB
Top 20 at 1280
WDSA, New Orleans, La.
HAMILTON, BUDDY
Vocal Spotlight
KTOW, Oklahoma City, Okla.
HAMILTON, GORDON
980 Club
WCAP, Lowell, Mass.
HANCOCK, DENNIS
Best on Wax
WCLD, Cleveland, Miss.
HAMRICK, HAL
Late Date
WLOS, Asheville, N. C.
HAMBLEY, BOB
Top O' The Morning
WNJR, Newark, N. J.
HAMLETT, JIM
Cactus Jim Show
KUTA, Salt Lake City, Utah
HANCOCK, CHARLES
Top Tunes
KDET, Center, Texas
HANCOCK, LAVERNE
Record Rendezvous
WHSC, Hartsville, S. C.
HANEY, BOB
Yawn Patrol
WSFC, Somerset, Ky.
HANKIN, WALLY
WGH Digest
WGH, Newport News, Va.
HANLY, JOHN
Hanly's House of Music
WNAV, Annapolis, Md.
HANNA, BOB
The Bob Hanna Show
WWPB, Miami, Fla.
HANNA, ERLE
Hanna's Hayride
WJAM, Marion, Ala.
HANNA, RICK
Coffee Club
WBUT, Butler, Pa.
HANSEN, JOHN
Musical Clock
KDEC, Decorah, Iowa
HANSEN, KEN
Listen Ladies
KXLF, Butte, Mont.
HARDGROVE, FRANK
Wake Up and Shine
KCLE, Cleburne, Texas
HARDT, BILL
Time Tunes
KIMO, Independence, Mo.
HARDY, HONEYBOY
Sweet Chariot
WBOK, New Orleans, La.
HARLING, HUGH
Coffee Time
Bye Bye Blues
KVEC, San Luis Obispo, Cal.
HARPER, WAYNE
KWFC, Hot Springs, Ark.
HARRIS, JACK
Platter Parade
KGCU, Mandan, N. D.
HARRIS, JINX
Hi Jinx
KBLI, Blackfoot, Idaho
HARRIS, RICHARD B.
Poor Richard's Almanac
WNAR, Norristown, Pa.

HARRIS, TOM
Farm Party
WHUB, Coosaville, Tenn.
HARRISON, CHARLES
Clockwatcher
WETB, Johnson City, Tenn.
HARRISON, HARRY
Hillbilly Jamboree
KOGT, Orange, Texas
HARRISON, OLEN
Rythm Box
KBIS, Bakersfield, Calif.
HART, JOHN
Music of the Masters
KTMS, Santa Barbara, Cal.
HART, MAURICE
Straight from the Hart
KFWB, L. A., Cal.
HARVEY, ED
Here's Harvey
WCAU, Phil., Pa.
HARVEY, LLOYD "MOE"
The Moe Show
WIRL, Peoria, Ill.
HARVEY, L. V.
Top of the Morning
CBT, Grand Falls, Newf.
HARVEY, TOM
Music Hall
WIBG, Phil., Pa.
HASTINGS, JACK
Jukebox Scoreboard
WPBC, Minneapolis, Minn.
HATT-COOK, JOE
Rumpus Room
CKRM, Regina, Sask.
HAUSER, J. H.
1340 Club
WLDY, Ladysmith, Wis.
HAVENS, RUTH
Teen Time
WGL, Fort Wayne, Ind.
HAWKINS, LEM
Lem Hawkins Show
KFGO, Fargo, N. D.
HAYDEN, FRANK
Pop Time
WTCO, Campbellville, Ky.
HAYDEN, JIM
Hayden Hassle
KBIS, Bakersfield, Calif.
HAYDEN, JIM
Good Time Charlie
KSRV, Ontario, Ore.
HAYES, GARY
Platter Playhouse
KYMA, Yuma, Ariz.
HAYES, RAY
Rendezvous with Ray
WTNS, Coshocton, O.
HAYWORTH, HERB
Good Morning
WOWO, Ft. Wayne, Ind.
HEALEY, JERRY
Healey's Here
WSCR, Scranton, Pa.
HEARNE, FRED
Sandman Serenade
CJCH, Halifax, N. S.
HEATLAND, JOHN
Let's Go Western
KCOL, Fort Collins, Colo.
HEBERT, ROY
Morning Special
WJBO, Baton Rouge, La.
HECKMAN, FRED
Heckman's House Party
WESC, Greenville, S. C.
HECOX, CLARENCE
Shorty the Hired Hand
KVAN, Vancouver, Wash.
HEGLER, DALTON
Bandstand
WTNT, Tallahassee, Fla.
HELGESON, BOB
Helgy's Place
KSOO, Sioux Falls, S. Dak.
HELTON, BOB
WMGY, Montgomery, Ala.
HENDERSON, GIG
Platter Party
WINH, Laconia, N. H.
HENDRIX, CLIFF
Rise & Shine
KCSJ, Pueblo, Colo.
HENNING, BILL
Seven to Two
KXLE, Ellensburg, Wash.
HENRY, ALAN
Midnight Matinees
WONS, Hartford, Conn.
HENRY, CARL
WRIB, Providence, R. I.
HENRY, EARL
Platter Parade
WHUM, Reading, Pa.
HENRY, GIL
King's Open House
KING, Seattle, Wash.
HERMAN, DON
Discapades
WHRV, Ann Arbor, Mich.
HERRERA, ALFRED
Good Neighbor Hour
KWED, Seguin, Tex.
HERRIN, WINDY
Musical Clock
WCCP, Savannah, Ga.
HERRING, BILL
Tune Factory
KWTX, Waco, Texas
HESS, BOB
Time and Tune Parade
KLRA, Little Rock, Ark.
HESTER, VERNON
Disc Date
WLYC, Williamsport, Pa.
HEYWOOD, BILL
Dancing Party
WSID, Baltimore, Md.
HICKOK, BILL
Albemarle Round-Up
WGAI, Elizabeth City, N. C.
HICKOK, BILL
Alarm Clock Club
WXKW, Albany, N. Y.
HICKS, BOB
Merry Go Round
KLRA, Little Rock, Ark.
HIGGINS, CLYDE
Day-Dreamers
WSTV, Steubenville, O.
HILDERBRANDT, NOD
920 Club
WTND, Orangeburg, S. C.
HILDRETH, BOB
The Waxworks
WVCG, Coral Gables, Fla.
HILL, BOB
Platter Club
WANE, Ft. Wayne, Ind.
HILL, CLAUD
KENA, Mena, Ark.
HILL, DOC
KBOX, Music Box
KBOX, Modesto, Cal.
HILLIARD, STEVE
Well, Listen Here
WLNH, Laconia, N. H.
HINES, PETE
Music, Inc.
WRUF, Gainesville, Fla.
HIRSHMAN, JERRY
KWTC, Barstow, Cal.
HITE, BOB
Bob Hite Show
KWBG, Boone, Iowa
HIVES, ART
Art's Gallery
CKFH, Toronto
HOAG, DAVE
Stars by Starlight
WTSV, Claremont, N. H.
HODGES, GENE
Gene Hodges Show
WRRF, Washington, N. C.
HOFFER, BOB
Bob Hoffer Show
WTSP, St. Petersburg, Fla.
HOFFMAN, HENRY
Musical Clock
WZOB, Fort Payne, Ala.
HOGAN, ED
Musical Party Line
WFAA, Dallas, Texas
HOGE, IVAN
You Name It
WLAQ, Rome, Ga.
HOLLAND, LUTHER
Progressive Serenade
WFTL, Ft. Lauderdale, Fla.
HOLMES, BOB
Record Room
WPAC, Patchogue, N. Y.
HOLMES, JACK
Jack Holmes Show
WLOW, Norfolk, Va.
HOOPER, TOMMY
Record Roundup
WKTM, Mayfield, Ky.
HORN, BOB
1460 Club
KIMA, Yakima, Wash.
HORNBECKER, HARRY
800 Club
WHTN, Huntington, W. Va.
HORST, DICK
Dance Matinee
WRAK, Williamsport, Pa.
HORTON, SHELDON
Shel's Bandwagon
WHUN, Huntington, Pa.
HOSEY, WOODY
Wax Works
WLAU, Laurel, Miss.
HOSKINS, JACK
Morning Coffee
WHLN, Harlan, Ky.
HOWARD, BRYCE
Requestfully Yours
KSVP, Artesia, N. M.
HOWARD, DON
KSDO, San Diego, Cal.
HOWARD, HERB
Midge and Herb
WJHL, Johnson City, Tenn.
HOWARD, PAUL
Top O Morning
WRRF, Bellaire, Ohio
HOWARD, WED
Melody Magazine
WMAQ, Chicago, Ill.
HOWE, LLOYD
Tops in Pops
WCSS, Amsterdam, N. Y.
HUBBARD, HARRY
KFIR, North Bend, Ore.
HUBBELL, BOB
Around the Town
WBCK, Battle Creek, Mich.
HUCKABY, DICK
Coffee Club
KNEA, Jonesboro, Ark.
HUDSON, ED
Melody Matinee
WPIK, Alexandria, Va.
HUDSON, HARVEY
Harvey Hudson Show
WLEE, Richmond, Va.
HUFF, ARLIE
Breakfast with Arlie
WSAV, Savannah, Ga.
HUESTIS, LOWELL
Club 1240
CSRW, Summerside, P. E. I.
HUGHES, KEN
Ken Hughes Show
CKWS, Vancouver, B. C.

HULL, CHUCK
Other Side of the Morning
KLAS, Las Vegas, Nev.
HULL, DICK
Make Believe Danceland
WFRP, Savannah, Ga.
HULL, DOC
Sleepwalker's Serenade
KVOO, Tulsa, Okla.
HULL, H., JR.
Caribbean Matinee
WAPA, San Juan, P. R.
HULL, JOY
For You from JOY
KCID, Caldwell, Idaho
HUMBLE, BILL
Night Hawk
WHED, Washington, N. C.
HUMPHREY, OTIS
Winston Wax Works
WTOB, Winston-Salem, N. C.
HUNNICUTT, CLIFF
Dancing Party
WJAT, Swainsboro, Ga.
HUNTER, STEVE
Campus Dance Party
WTNT, Tallahassee, Fla.
HURST, ED
950 Club
WPEN, Phil., Pa.
HURST, OVERTON
KDAS, Malvern, Ark.
HURST, WILSON
Wilson Hurst Show
KARK, Little Rock, Ark.
HUSAK, JOHN
This is the Time
WDBQ, Dubuque, Iowa
HUSING, TED
Bandstand
WMGM, New York
HUSSON, CHARLES
Midway Matinee
WJEH, Gallipolis, Ohio
HUSTED, CLAUDE
WILM, Wilmington, Delaware
HUTTON, JIM
On the Town
KELO, Sioux Falls, S. D.

— I —

IDE, CARL
S S Cool
WNJR ,Newark, N. J.
IRVING, BOB
Irving Serving
WMAY, Springfield, Ill.
ISON, HAPPY
Orange Blosson Special
WORZ, Orlando, Fla.

— J —

JACKSON, BILL
B J Show
WPTF, Raleigh, N. C.
JACKSON, DAVE
Moon Dial
KHBC, Hilo, Hawaii
JACKSON, HAL
All American Revue
WMCA, New York, N. Y.
JACKSON, MAURICE
Jackson's Beat
WVKO, Columbus, O.
JACKSON, SANDY
Sandy Jackson Show
KOWH, Omaha, Neb.
JAEGER, BILL
Bright Side
WJWL, Georgetown, Del.
JAMES, ALLEN
Allen James Show
WRFO, Worthington, O.

JAMES, BOB
Melody Time
WWHG, Hornell, N. Y.
JAMES, MIKE
Mike James Mess
WWIN, Baltimore, Md.
JEFFERS, SLEEPY
Magic Valley Jamboree
WTIP, Charleston, W. Va.
JEFFREYS, ALLAN
Starlight Salute
WTOP, Washington, D. C.
JENKINS, BOB
Matinee Dance Time
WJEL, Springfield, O.
JENKINS, ED
Open House
KOEL, Oelwein, Iowa
JENNINGS, JAY
Farmyard Frolics
WMIS, Natchez, Miss.
JENSEN, DAVE
Dave's Disc Den
WBTA, Batavia, N. Y.
JOHNS, MAXIE
Round Up
KGRI, Henderson, Texas
JOHNSON, BILL
Musical Clock
WNAX, Yankton, S. D.
JOHNSON, BILL
Morning Serenades
WRHC, Jacksonville, Fla.
JOHNSON, BILL
Dinner Bell
WROL, Knoxville, Tenn.
JOHNSON, BOB
Rise with Rhythm
WCUE, Akron, O.
JOHNSON, IRWIN
WBNS, Columbus, Ohio
JOHNSON, JAY JAY
Harlem Express
WWPB, Miami, Fla.
JOHNSON, JERRY
House Party
KHUB, Watsonville, Cal.
JOHNSON, KEN
Record Room
WGAP, Mayville, Tenn.
JOHNSON, KIMBERLEY
Top of the Morning
WCSH, Portland, Maine
JOHNSON, TOM
WAPX, Montgomery, Ala.
JOHNSTON, EDDIE
Record Show
WRRF, Bellaire, Ohio
JOHNSTONE, FRANK
Open House
KFRC, San Francisco, Cal.
JOINER, JERRY
Good Yawin
WLOK, Meridian, Miss.
JOLLS, TOM
Rise N' Shine
WUSJ, Lockport, N. Y.
JONES, BOB
Jones Junction
KFAB, Omaha, Neb.
JONES, DANA
Sunny Side of Street
WBEC, Pittsfield, Mass.
JONES, DON
You Ask For It
WLEA, Hornell, N. Y.
JONES, HASKELL
Request Club
KWTX, Waco, Texas
JONES, J. D.
Alarm Clock Club
WMLS, Sylacauga, Ala.
JONES, JIMMY
Dr. Pepper Time
KGVL, Greenville, Texas

JONES, KEN
Melody Hill
WHTN, Huntington, W. Va.
JOSEPH, AL.
Blues, Bop & Boogie
WCBT, Roanoke Rapids, N. C.
JOSEPH, EDDY
Eddy Joseph Show
WHLD, Niagara Falls, N. Y.
JOURARD, LEE
Make Mine Music
CJBQ, Belleville, Ont.
JOYNES, JERRY
Tune Shop
WVEC, Hampton, Va.
JUDSON, BOB
Music Off the Record
WGNY, Newburgh, N. Y.

— K —

KALIL, FRANK
Teen Club
KTKT, Tuscon, Ariz.
KAMMAN, LEIGH
1280 Club
WOV, New York, N. Y.
KANE, DAVE
Rhythm Matinee
WLAU, Laurel, Miss.
KARAN, TONY
Serenatas Mexicanas
KRIO, McAllen, Texas
KARANT, MARTIN
Five O'Clock Shadow
WKPT, Kingsport, Tenn.
KARNOW, DICK
Life Begins at 740
WGSM, Huntington, N. Y.
KASSEL, CY
WERI, Westerly, R. I.
KAY, ARTY
590 Club
WVLK, Lexington, Ky.
KAY, FRANKIE
Western Hit Parade
KIMO, Independence, Mo.
KAY, LARRY
KCMJ, Palm Springs, Cal.
KAYE, BARRY
The Barry Kaye Sow
WMIE, Miami, Fla.
KEENE, ED
Kits and Headlines
KGBS, Harlingen, Texas
KEITH, ROLAND
Smile Awhile
WLIO, E. Liverpool, O.
KELLER, NORM
Record Shop
WMOH, Hamilton, O.
KELLUM, SHELTON
Spinning Session
WJNC, Jacksonville, N. C.
KENNEDY, BILL
Dinner Date
WMSC, Columbia, S. C.
KENNEDY, BOB
Kennedy Kalling
KFWB, L. A., Cal.
KENNEDY, DON
After Hours Stuff
WBVP, Beaver Falls, Pa.
KENNDY, MICHAEL
Musical Matinee
KTOW, Oklahoma City, Okla.
KENT, HAL
The Brighter Side
WGBS, Miami, Fla.
KENYON, WAYNE
Platter Palace
KGNC, Amarillo, Texas
KERCE, CECIL
Trade Winds
WRGA, Rome, Ga.

KERR, ROBT. A.
Afternoon Concert
CFCN, Calgary, Alberta
KEY, BARBARA
Coffee Time
KWSH, Wewoka, Okla.
KEY, JIM
Sunnyside Up
KLRA, Little Rock, Ark.
KEYES, FRANK
Record Request
WLPO, La Salle, Ill.
KEYS, RICHARD
Sundrise Serenade
WOHI, East Liverpool, Ohio
KEYSERM, RALPH
1570 Club
KFGR, Forest Grove, Ore.
KIENZLE, GEO.
1270 Club
WLBR, Lebanon, Pa.
KIHL, NORM
Make Believe Ballroom
CJAD, Montreal
KILIMAN, EARL
Music Time
WEBQ, Harrisburg, Ill.
KINCAID, FRED
Coffee Time
KWBB, Wichita, Kansas
KING, BOB
Night Editor
WNAX, Yankton, S. D.
KING, CHARLEY
Ballroom
WPAZ, Pottstown, Pa.
KING, CYRUS
Popular Music Time
WHBO, Tampa, Fla.
KING, DON
WIZE, Owl Club
Springfield, O.
KING, FULTON
Coffee Pot
WTON, Staunton, Va.
KING, JEAN PAUL
King's Truth
KENO, Las Vegas, Nev.
KING, NELSON
Daily Hit Parade
WCKY, Cincinnati, O.
KING, PAUL
1280 Club
WONW, Defiance, O.
KING, ROBERT
Night Watch
WMBD, Peoria, Ill.
KING, STUBBY
Rise & Sing
WKBI, St. Marys, Pa.
KINKER, DON
Variety Hall
WATH, Athens, Ohio
KINOSKY, JOE
Breakfast at Covins
WOAP, Owosso, Mich.
KINSEY, CURLY
Cornbread Jamboree
WGTA, Summerville, Ga.
KIRK, CUPPY
Tivy Jive
KEVT, Kerrville, Texas
KIRK, RED
Saturday Night Jamboree
WOPI, Bristol, Va.
KLAUSS, CARL
Wake Up Burlington
KBUR, Burlington, Iowa
KNEISEL, BOB
KWTC, Barstow, Cal.
KNIEVAL, JOHN
Rocket Rhythms
KIMA, Yakima, Wash.
KNIGHT, AL
All Night with Al Knight
KITO, San Bernardino, Cal.
KNIGHT, FRANK
Parade of Bands
WARE, Ware, Mass.
KNIGHT, JOE
Tulsa Ballroom
KRMG, Tulsa, Okla.
KOBAK, ED
Kobak's Korn
WTWA, Thomson, Ga.
KOENIG, VERNE
Western Serenade
KDEC, Decorah, Iowa
KOLZ, BOB
WNDB, Daytona Beach, Fla.
KORTE, ODELL
Ranch House
WMOK, Metropolis, Ill.
KOSAK, JOE
Record Varieties
WVLN, Olney, Ill.
KOSTER, HERBERT
Request Time
WKRT, Cortland, N. Y.
KNUTSON, HAL
Early Bird Show
KENI, Anchorage, Alaska
KNUTSON, DARYL
West End Hour
WDSM, Superior, Wis.
KRELL, FRED
Krell Show
WSGW, Saginaw, Mich.
KRIEGEL, GIL
WITH, Baltimore, Md.
KRIEGHOFF, BOB
Personality Time
WTOL, Toledo, O.
KULP, KEN
Stars at Night
WISL, Shamokin, Pa.
KULT, IRV
Irv's Morning Parade
WDLB, Marshfield, Wis.
KUTAN, DICK
1580 Club
WBUT, Butler, Pa.

— L —

LABARR, FRANK
Music After Midnight
WBRE, Wilkes Barre, Pa.
LACKEY, OWEN N.
Lax-Wax
WJVA, South Bend, Ind.
LACY, JACK
WINS, New York
LADAS, HARRY
Record Shop Time
WLSI, Pikeville, Ky.
LAFLER, ALAN
Strictly Off the Record
WNAV, Annapolis, Md.
LAFLIN, JACK
Name Your Number
WESB, Bradford, Pa.
LAMAR, JACK
Housewives Serenade
WCAM, Camden, N. J.
LAMBERT, EDDIE
E. L. Show
WEAT, Lake Worth, Fla.
LAMBERT, ROGER
Insomnia Club
WTAC, Flint, Mich.
LAMONT, RAY
Manhattan Melodies
KBIO, Burley, Idaho
LAMPKIN, EMMETT
In The Garden
WPAL, Charleston, S. C.
LANDERS, PAUL
Campus Capers
WGET, Gettysburg, Pa.
LANE, JIM
Wax Museum
KMVI, Wailuku, Mui, T. H.
LANE, LARRY
Melody Roundup
KFGO, Fargo, N. D.
LANE, VAN
Sleepy Serenade
WEIR, Weriton, W. Va.
LANG, FRED
Record Revue
WNAC, Boston, Mass.
LARKIN, DON
Home Town Frolic
WAAT, Newark, N. J.
LARSON, PAUL
Timekeepers
WNEB, Worcester, Mass.
LAUGHNER, ROY
Man on Street
KTAR, Phoenix, Ariz.
LAURENSON, GARY
1240 Club
KSUE, Susanville, Cal.
LAUZAU, FRAN
Rise & Shine
WMMN, Fairmont, W. Va.
LAVERNE, MIKE
Western Hour
CJDC, Dawson Creek, B. C.
LAWRENCE, BOB
Bob Lawrence Show
KVIC, Little Rock, Ark.
LAWRENCE, DICK
620 Club
WWNR, Beckley, W. Va.
LAWRENCE, JERRY
Musical Matinee
WCMA, Corinth, Miss.
LAWRENCE, LARRY
Midnight Milkman
WCOP, Boston, Mass.
LAWRENCE, MILTON
In the Groove
WSGN, Birmingham, Ala.
LAYNE, MARK
1400 Club
WHMP, Northampton, Mass.
LEAHY, ED
Ed Leahy
KWJJ, Portland, Ore.
LEAVITT, ROBERT
Disc Digest
WWSR, St. Albans, Vt.
LEDIN, DON
1450 Club
WRCO, Richland Center, Wis.
LEE, BOBBIE
Record Shop
KGGF, Coffeyville, Kansas
LEE, CARROLL
Folktune Frolics
WANS, Anderson, S. C.
LEE, JACK
R. F. D. 1090
WCRA, Effingham, Ill.
LEEDS, JERRY
Bunkhouse Jamboree
KVSM, San Mateo, Cal.
LEGOFF, JACK
LeGoff's Kitchen
WFMJ, Youngstown, O.
LEHMAN, DAVE
Caffine Club
WCRS, Greenwood, S. C.
LEIGHTON, GEORGE
White Tower Show
WROW, Albany, N. Y.
LEMON, DOC
Ol Doc Lemon Show
WLOK, Lima, O.
LENAWAY, ED
1340 Club
KOWB, Laramie, Wyo.
LENAY, WILL
Will Lenay Show
WCPO, Cincinnati, O.

LENIHAN, BOB
Bob's Boogie Beat
WMGA, Moultrie, Ga.
LENSKY, HERMAN
Nightwatchman
KECK, Odessa, Tex.
LEONARD, LEE
Lee Leonard Show
WLOW, Norfolk, Va.
LEONARD, MAXWELL
Luncheon Lyrics
WMGY, Montgomery, Ala.
LEONARD, RAY
Around the Town
KRAI, Craig, Colo.
LEONARD, ROY
Roy with Records
WKOX, Framingham, Mass.
LESTER, BILL
Record Matinee
KOY, Phoenix, Ariz.
LETT, HOWARD
Mail Order Music
WTBF, Troy, Ala.
LEVI, ARTHUR, JR.
Music Wowen Love
WJMR, New Orleans, La.
LEVY, SI
Sandman Serenade
KVER, Albuquerque, N. M.
LEWIS, ANN
Shopping the Town
WCVA, Culpeper, Va.
LEWIS, BOB
Bob Lewis Show
CJON, St. John's, Newf.
LEWIS, EARL
Record Bar
WGBR, Goldsboro, N. C.
LEWIS, FRED
Lewis in Wonderland
WJNO, W. Palm Beach, Fla.
LEWIS, GERRY
Gerry Lewis, DJ
WCSH, Portland, Maine
LEWIS, HAL
J. Akuhead Pupule Program
KHON, Honolulu, T. H.
LEWIS, JIMMY
Jimmy Lewis Show
KXYZ, Houston, Tex.
LEWIS, MILT
Platter Party
WIBC, Indianapolis, Ind.
LEWIS, RALPH
Songs for Sunday
WTAD, Quincy, Ill.
LEWIS, SABBY
Rythmmin Blues
WBMS, Boston, Mass.
LEWY, HENRY
Helpful Henry
KENO, Las Vegas, Nev.
LEYDEN, BILL
Bill Leyden Show
KFWB, L. A., Calif.
LIEBMANN, RANDY
Request Club
KEEN, San Jose, Cal.
LIEDEL, WAYNE
Breakfast Party
WGEZ, Beloit, Wis.
LINDERMANN, BUD
Time Watcher Show
WGRD, Grand Rapids, Mich.
LINDSAY, BROOKE
Listen With
WIST, Charlotte, N. C.
LINN, BANDEL
Bandel Linn Show
WSPB, Sarasota, Fla.
LOCKBEAM, ROGER
House of Music
KGCU, Mandan, N. D.
LOCKE, ED
Dawn Patrol
WIP, Phil., Pa.
LOCKHARDT, JOHN
Off the Record
KRSN, Los Alamos, N. M.
LODGEN, ED
Platter Party
WBUT, Butler, Pa.
LOE, TOM
Camp Meeting
WTJH, East Point, Ga.
LOPEZ, JOE
Memory Song Man
WIOD, Miami, Fla.
LORD, CHAS.
Platter Call
KSDJ, Deadwood, S. Dak.
LOUDEN, JOHN
Juke Box Johnny
KFOR, Grand Coula, Wash.
LUDEN, ROD
Magic in Music
KPOJ, Portland, Ore.
LOVE, DAN
Tin Pan Alley
KTBC, Austin, Texas
LOVE, SID
Juke Box Review
KCOY, Santa Maria, Cal.
LOVETT, FOREST
1310 Club
KNPT, Newport, Ore.
LOWE, HOLLAND
Show Time
WWNH, Rochester, N. H.
LUCAS, BEN
Talk of Town
WRGA, Rome, Ga.
LUCIA, FRANK
Hayloft Harmonies
WJWL, Georgetown, Del.
LUCK, "LUCKY"
Wake Up Hawaii
KPOA, Honolulu, T. H.
LUKENS, NED
Jack the Bellboy
WEAS, Decatur, Atlanta, Ga.
LUND, DICK
Cornlovers Hour
WFRP, Savannah, Ga.
LUND, JACK
Sweet and Sentimental
KXRX, San Jose, Calif.
LUPTON, JOHN
Lupton's Matinee
WLAN, Lancaster, Pa.
LYNN, ANDY
Open House
KAYL, Storm Lake, Iowa
LYONS, JIMMY
Discapades
KGO, San Francisco, Cal.
LYONS, TOM
Dancing in the Dark
WJHL, Johnson City, Tenn.

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McANULTY, BOB
Roberts Roost
KWJJ, Portland, Ore.
McBRIDE, JIM
Kaffy's Korner
KAFY, Bakersfield, Calif.
McCALL, GEORGE
Spins 'N Needles
WEEU, Reading, Pa.
McCARTHY, RED
Red McCarthy Show
WHGB, Harrisburg, Pa.
McCAULEY, JOE
Dawn Patrol
WIP, Phil., Pa.
McCLAIN, DEAN
Blues at Sunrise
KWBC, Ft. Worth, Texas
McCLENDON, RAY
Platter Paradise
WGSV, Guntersville, Ala.
McCORMACK, JACK
Mac's Wax Works
WIRK, West Palm Beach, Fla.
McDANIELS, EARL
KFVD, L. A., Calif.
McDEVITT, LEO
1230 Club
WBSM, New Bedford, Mass.
MacDONALD, BILL
Music Hall Varieties
WKTM, Mayfield, Ky.
McDONALD, ROSA
No Name Jive
KLVK, Pasadena, Texas
McDOUGAL, EDDY
Music RFD
WOWL, Florence, Ala.
McENANEY, JOHN
Hooner J. Socker
WIZE, Springfield, O.
McFARLAND, HARRY
Disc Hits
KSIW, Woodward, Okla.
McFARLAND, WAYNE
Night Watch
KNEB, Scottsbluff, Neb.
McGEE, ART
Let's Get Together with Records
WALB, Albany, Ga.
McGEE, DAVE
Musical Clock
WMRO, Aurora, Ill.
McGOUGAN, GERALD
WJCM, Sebring, Fla.
McGRATH, NED
Hurdy Gurdy
WJOC, Jamestown, N. Y.
McGRAW, MAC
Western Roundup
KFTM, Fort Morgan, Colo.
McGUIRE, MAC
Start the Day Right
WIP, Phil., Pa.
McHALE, LARRY
Big Top Ten
KALB, Alexandria, La.
McILHENNY, BOB
Crazy Corners
KLMR, Lamar, Colo.
McKAY, JAMES
Records at Random
WLBB, Carrollton, Ga.
McKEE, BOB
Sunnyside Up
WQXI, Atlanta, Ga.
McKELVIE, ART
Saturday Matinee
KHQ, Spokane, Wash.
McKINLEY, LARRY
Fun at Two
WMRY, New Orleans, La.
MacLAREN, ROBT.
Juke Box Serenade
CKBW, Bridgewater, N. S.
McLEAN, R. BRUCE
West End Hour
WDSM, Superior, Wis.
McLEAN, DONALD F.
Morning Serenade
WHDL, Olean, N. Y.
McLEOD, ED
Poor Man's Program
WCBT, Roanoke Rapids, N. C.
McLEOD, REID
Platter Express
CHUB, Nanaimo, B. C.
McLESKEY, JOE
Music for Dancing
WSPC, Anniston, Ala.
McLURE, TINY
Jamboree
KSAN, San Francisco, Cal.

McMASTER, JAY
WMEX, Boston, Mass.
McMICHAEL, DICK
Bandstand
WBML, Macon, Ga.
McMULLEN, JACK
Let's Give It Away
WMBS, Uniontown, Pa.
McMURRY, BRYAN
Matinee Time
WMEV, Marion, Va.
McNAMARA, ROBERT
Roll-Out with Robert
KAPA, Raymond, Wash.
McNUTT, LONA
The Lona McNutt Show
KTSW, Emporia, Kans.
McRAE, JOHN
Platter Pantry
KFTM, Fort Morgan, Colo.
McRAE, JUNE
Wake Up Miami
WFEC, Miami, Fla.

— M —

MACFARLAND, DOUG
Parade of Hits
CJAV, Port Alberni, B. C.
MACK, BOB
WMTR, Morristown, N. J.
MACK, JOHNNY
All Request Jamboree
KBOA, Kennett, Mo.
MACK, WALLY
Dawnbusters
WFNS, Burlington, N. C.
MACKECHNIE, BILL
Time Teller
WALT, Tampa, Fla.
MAGERA, GEORGE
1280 Musical Journal
WJAY, Mullins, S. C.
MAGILL, MAURY
Maury Magill Show
WBBW, Youngstown, O.
MAHAN, JOHNNY
Tops In Pops
WDAS, Phil., Pa.
MAHONEY, JOHN
Everybody's Bandstand
WJTN, Jamestown, N. Y.
MAILLET, CHAS. R.
Tik Tok Club
WFLO, Farmville, Va.
MAIN, RALPH E.
Requestfully Yours
KXGN, Glendive, Mont.
MAINS, MEL
Sunday Variety Time
KIMO, Independence, Mo.
MANDEL, LEE
Morning Roundup
KCOY, Santa Maria, Cal.
MANN, EARL
Radio Rhythm Ranch
KDIX, Dickinson, N. D.
MANN, GUS
Record Rendezvous
WCOH, Newnan, Ga.
MANN, RALPH
1340 Club
WKUL, Cullman, Ala.
MANNING, ART
Breakfast Call
WBGR, Jesup, Ga.
MANNING, DAY
Dawn Patrol
WIL, St. Louis, Mo.
MARGGRAF, NORM
Fritz the Plumber
WMIL, Milwaukee, Wis.
MARGUERITE, LEON
Make Mine Music
WARC, Rochester, N. Y.
MARLOWE, PAUL
WNDB, Daytona Beach, Fla.
MARQUARDT, JACK
Best on Wax
WKNY, Kingston, N. Y.
MARQUIS, ANDREW
Time Out with Music
CKFI, Ft. Frances, Ont.
MARSHALL, BOB
Record Jury
WGBS, Miami, Fla.
MARSHALL, CHARLEY
KFBK, Sacramento, Cal.
MARTIN, BOB
Record Round Up
WALT, Tampa, Fla.
MARTIN, CHARLES
Dancing in Dark
WANS, Anderson, S. C.
MARTIN, DELLA
Teen-Tattle Time
KPHO, Phoenix, Ariz.
MARTIN, GEORGE
Tenn. Valley Playhouse
WKSR, Pulaski, Tenn.
MARTIN, FRANK
Top of the Morning
WIKK, Erie, Pa.
MARTIN, JOHN
Sleepy Time Show
KLIZ, Brainerd, Minn.
MARTIN, RONALD
Skyline Patrol
WMFR, High Point, N. C.
MARTIN, TOM
Southern Hospitality
KTRN, Wichita Falls, Tex.
MARTINEZ, AL
Music Unlimited
WKIP, Poughkeepsie, N. Y.
MARVIN, ED
Best on Wax
WOCB, West Yarmouth, Mass.
MASHBURN, WAYNE
Night Watchman
WDOD, Chattanooga, Tenn.
MASON, CHARLES
After Hours
WJMX, Florence, S. C.
MASON, DON
Music For Sunday
KDAL, Duluth, Minn.
MASON, GENE
4:00 O'clock Special
WLBJ, Bowling Green, Ky.
MASSEY, JON
$500 Massey
WWDC, Washington, D. C.
MAST, BENNY
1450 Club
WATA, Boone, N. C.
MASTERS, JACK
Musical Clock
CKPR, Ft. Williams, Ont.
MATHENY, O. R.
Musical Merrygoround
KRCO, Prineville, Oreg.
MATTISON, HANK
Hillbilly Hit Parade
KRHD, Duncan, Okla.
MATTHEWS, BILL
Red River Rondelay
KALB, Alexandria, La.
MAURADA, FRED
Concert Matinee
WDAR, Savannah, Ga.
MAXWELL, BOB
Man About Town
WWJ, Detroit, Mich.
MAXWELL, CHARLES
Waxwell with Maxwell
WDAF, Kansas City, Mo.
MAXWELL, RUDY
Moonlight Nocturne
WRNO, Orangeburg, S. C.
MAXWELL, TOM
Breakfast with Tom
WLCR, Torrington, Conn.
MAY, FRED
Mood Indigo
WPTR, Albany, N. Y.
MAY, MIKE
Western Jamboree
KBLI, Blackfoot, Idaho
MAY, MIKE
Platters for Your Pleasure
WCSI, Columbus, Ind.
MAYER, BILL
Mayer of Morning
WGAR, Cleveland, O.
MAYER, JACK
Sweet & Swing
WALB, Albany, Ga.
MAYHUGH, BILL
Breakfast Time
WPIK, Alexandria, Va.
MAYS, JOHN
Mays Music Mart
KBOA, Kennett, Mo.
MEARIAN, MIKE
Club 1080
WXRA, Buffalo, N. Y.
MEATH, EDDIE
Musical Clock
WHEC, Rochester, N. Y.
MEAZELL, EUGENE
Anything Goes
KCLE, Cleburne, Texas
MEEHAN, BOB
Just Name It
WEAN, Providence, R. I.
MEHAN, TOM
Tremonton, Turntable
KBUH, Brigham City, Utah
MELTON, FRANKLIN
Musical Clock
KGVL, Greenville, Texas
MENARD, RALPH
Midnight til Dawn
KCBQ, San Diego, Cal.
MERKER, GARY
Gary's Song Shop
WWHG, Hornell, N. Y.
MERRY, DEAN
Dream Dust
WESB, Bradford, Pa.
MERTZ, BILL
Music Maestro
WVKO, Columbus, O.
METZGER, DON
Music After Hours
WMAM, Marinette, Wis.
MEYER, ALLEN
Polka Party
WJAG, Norfolk, Neb.
MEYER, BILL
The Party Line
WRAY, Princeton, Ind.
MEYER, TED
Classical Concert
WRHC, Jacksonville, Fla.
MEYERS, DON
Matters Musical
WFIN, Findlay, Ohio
MICHAEL, JAY
WCAE, Pittsburgh, Pa.
MICHAELS, JOHN
Music Box
WVKO, Columbus, O.
MIDDLETON, BOB
Best on Wax
WWSC, Glens Falls, N. Y.
MIDDLETON, DAVID E.
Saturday Special
KBKH, Pullman, Wash.
MIKSCHE, MIKE
Sunny Side of the Street
KRCO, Prineville, Oreg.
MILAM, CHAS.
Strictly for Ladies
KYJC, Medford, Oreg.

MILES, DEKE
Musical Milestones
WRFO, Worthington, O.
MILLAR, JOHN
John Millar Show
WSKI, Montpelier, Vt.
MILLER, BOB
Route 101 Show
KVVC, Ventura, Cal.
MILLER, DOROTHY
A Miss with the Hits
WBBQ, Augusta, Ga.
MILLER, ED
Music Hall
WCOJ, Coatesville, Pa.
MILLER, HANK
Western Request Time
WMBG, Richmond, Va.
MILLER, PAUL
Paul Miller Show
WCKY, Cincinnati, O.
MILLER, ROSS
Juke Box Jingles
WTIC, Hartford, Conn.
MILLER, TED
Music for Asking
WBEC, Pittsfield, Mass.
MILLER, WES
Notes by Notables
KCOY, Santa Maria, Cal.
MILLS, DICK
The Dick Mills Show
KIOA, Des Moines, Iowa
MILLS, LEE
Coffee Time
WRAD, Radford, Va.
MILLS, RALPH
Hill Billy Hits
KHBG, Okmulgee, Okla.
MILTON, BOB
Roadside Inn
WMLS, Sylacauga, Ala.
MILTON, PEGGIE
Pleasantly your, Peggie
WMAZ, Macon, Ga.
MINTER, DAN
Ladies Nite Out
WOWO, Ft. Wayne, Ind.
MINTZ, DAVE
Dave's Ditties
KVOS, Bellingham, Wash.
MITCHELL, BETTY
Betty Mitchell Show
WKAB, Mobile, Ala.
MOBERLY, MARVIN
Hi Neighbor
WKLV, Sparta, Wis.
MOCK, JACK
Sunrise Serenade
WOOF, Dothan, Ala.
MODELAND, VERNE
Alarm Clock Club
KJFJ, Webster City, Iowa
MOHER, BILL
Friendly Time
WDAY, Fargo, North Dakota
MOELLER, BILL
Rhythms at Random
KONP, Port Angeles, Wash.
MOESTELLER, JERRY
Hometown Follies
WAKE, Greenville, S. C.
MOLNAR, EMERY
Mid-Afternoon Serenade
WMCK, McKeesport, Pa.
MONKMAN, BOB
Robins Nest
WRNJ, Racine, Wis.
MONROE, GEORGE
Musical Eye Opener
KFDM, Beaumont, Texas
MONROE, JOE
Asem Mayhem
KENT, Shreveport, La.

MOON, HAL
Music for Milady
KGBD, Lubbock, Texas
MOONEY, FRANK
Platter Parade
WHUM, Reading, Pa.
MOORE, ARLYN
Music of the Masters
WMTC, Vancleve, Ky.
MOORE, HAL
Rhythm on Records
KMUR, Murray, Utah
MOORE, JERRY
Rise and Shine
WKOK, Sunbury, Pa.
MOORE, RONNIE
Houseparty
KCLX, Colfax, Wash.
MONTGOMERY, PAUL
Notes and Nonsense
WNAO, Raleigh, N. C.
MORALES, LUIS A.
Hora del Automovilista
WPAB, Ponce, P. R.
MORGAN, HENRY
Here's Morgan
WMGM, New York, N. Y.
MORGAN, JOE
Corrall Call
KEVT, Kerrville, Texas
MORGAN, JIMMIE
Ole Corral
WBIP, Booneville, Miss.
MORRIS, BILL
Juke Box Review
WLAQ, Rome, Ga.
MORRIS, HARRY
Club 707
KRAI, Craig, Colo.
MORRIS, JOE
Let's Get Together
WKDK, Newberry, S. C.
MORRIS, JOHNNY
Mr. Music
WLOL, Minneapolis, Minn.
MORRIS, LEROY
R.F.D. 1230
WEAR, Pensacola, Fla.
MORRIS, MONTIE
Wastebasket Review
KSYC, Yreka, Cal.
MORRIS, ROY
Yours Til Midnight
WAGC, Chattanooga, Tenn.
MORRISON, BOB
Music Till Midnight
WIRE, Indianapolis, Ind.
MORSE, CHUCK
Chugging with Chuck
WBSR, Pensacola, Fla.
MORSE, CLINT
Music a la WHY-L
WHYL, Carlisle, Pa.
MORTIMER, AL
Music Al
WRAK, Williamsport, Pa.
MOSELEY, LINWOOD
Hotfoot Club
WELS, Kinston, N. C.
MOUNTEER, JOHN
Daily Hit Parade
WXKW, Albany, N. Y.
MOWERS, ROBERT
Spinners Sanctum
WGAN, Portland, Maine
MOYLE, WILL
Music Before Midnight
WBRE, Wilkes Barre, Pa.
MULHOLLAND, ROSS
WWJ, Detroit, Mich.
MULLINS, DISHMAN
1270 Club
WAIN, Columbia, Ky.
MUNDEN, GROVER
740 Club
WMBL, Morehead City, N. C.

MUNI, SCOTT
The Sandman
WJBO, Baton Rouge, La.
MULLALLY, DON
1340 Club
WTWN, St. Johnsbury, Vt.
MULLIGAN, RAY
Anthracite Club
WPAM, Pottsville, Pa.
MURDOCK, JIM
Jim Murdock Show
KCKY, Coolidge, Arizona
MURPHREE, JACK
Strictly Informal
WOMI, Owensboro, Ky.
MURPHREE, LEON
Morning Percolator
WKUL, Cullman, Ala.
MURPHY, ROBERT
Symphony Hall
WJBK, Detroit, Mich.
MURRAY, HAL
Sweet Corn Serenade
WSKY, Asheville, N. C.
MURRAY, HUGH
Bernie's Bandwagon
KYOB, Merced, Cal.
MURRAY, LEE
Murray-Go-Round
WMCK, McKeesport, Pa.
MURSU, JOHN
Western Jamboree
KVOC, Casper, Wyo.
MYERS, DICK
All Request Show
KROX, Crookston, Minn.
MYERS, PAUL
Sandman's Serenade
KFPW, Fort Smith, Ark.

— N —

NABORS, TED
Top O' the Morning
KTHT, Houston, Texas
NAIMO, JOHN
Bedford Bandstand
WBIW, Bedford, Ind.
NANCE, LEE
Lee Nance Show
WATL, Atlanta, Ga.
NASH, ROGER
Music Women Love
WJMR, New Orleans, La.
NAYLOR, TONY
Tony's Time
WBTM, Danville, Va.
NEILAN, RAY
Request Matinees
WKNB, New Britain, Conn.
NEILL, JIMMIE
Teen Time Tunes
KOBK, Owatonna, Minn.
NELSON, CHARLES
Requestfully Yours
WFBG, Altoona, Pa.
NELSON, CY
Half Music, Half Nelson
KXEL, Waterloo, Iowa
NELSON, STAN
Musical Clock
KITE, San Antonio, Texas
NELSON, WILFORD
Music Shoppe
WHSC, Hartsville, S. C.
NENNO, ROBERT
Matinee Mailbag
WGVA, Geneva, N. Y.
NESBITT, BARRY
Campus Call
CKFH, Toronto
NEUSCHWANDER, JOHN
Music Til Midnight
KOOS, Coos Bay, Ore.

NEWMAN, BOB
Musical Echoes
WEEU, Reading, Pa.
NEWMAN, JIM
Musical Clock
WVSC, Somerset, Pa.
NEWSOME, GIL
Bandstand Revue
KWK, St. Louis, Mo.
NICHOLS, BOB
My Favorite Records
KOMO, Seattle, Wash.
NICHOLS, BOB
Blues 'n' Boogie
WPAL, Charleston, S. C.
NICHOLS, JACK
Harlem Hive
KSAM, Huntsville, Tex.
NICKEL, PHIL
Melody By Moonlight
KSEL, Lubbock, Texas
NIERSBACH, BILL
Breakfast with Bill
WKBV, Richmond, Ind.
NIGOCIA, HARRY
Midday Serenade
WJBW, New Orleans, La.
NIX, ED
Disc & Chat
Campus Review
KVOE, Santa Ana, Cal.
NIXON, NICK
Just Jazz
WARC, Rochester, N. Y.
NOBLES, GENE
Dance Hour
WLAC, Nashville, Tenn.
NOLAN, TIM
Sun Dial
KXYZ, Houston, Tex.
NOLAN, TOM
Crossroad Store
WGLS, Decatur, Ga.
NORMAN, ALAN
Minute Man
WFDF, Flint, Mich.
NORMAN, ROBERT C.
Mailbag Matinee
WHDL, Olean, N. Y.
NORRIS, RANDY
Random Ranch
KEYD, Minneapolis, Minn.
NORTH, PETER
Club 1240
CJCS, Stratford, Ont.
NORTON, PAUL
Tuneville Trolley
KAMD, Camden, Ark.
NORVELL, GEORGE
Percolator Club
KGLN, Glenwood, Colo.
NUSBAUM, MORT
WHAM, WHAM-TV, Rochester, N. Y.
NYQUIST. CARROLL
Turntable Time
WNMP, Evanston, Ill.

— O —

OAKS, DALLIN H.
Platter Party
KCSU, Provo, Utah
O'BRIAN, TEX
Western Jamboree
KCHI, Chillicothe, Mo.
O'BRIEN, DAVE
Dixieland Matinee
WDXI, Jackson, Tenn.
O'BRIEN, JIM
Cat's Meow
WMRO, Aurora, Ill.
O'CONNELL, EILEEN
For Children Only
WMGM, New York, N. Y.
O'CONNELL, TERRY
Barn Dance
WSWN, Belle Glade, Fla.
O'DONNELL, BOB
Insomnia Inn
WSYR, Syracuse, N. Y.
OFFMISS, MARTY
Pulaski Nite Spot
WPUV, Pulaski, Va.
OLIVE, GRAY
Toast & Coffee
WOOD, Lynchburg, Va.
OLSON, MAX
Tippin's Inn
KULF, Alpine, Tex.
OLSON, OLE
House of Music
WILS, Lansing, Mich.
O'NEILL, TOM
Tippy's Scrapbook
CKDA, Victoria, B. C.
OPHEIM, DON
Record Rack
KFAM, St. Cloud, Minn.
O'RANCH, JACK
Musical Showcase
WKRT, Cortland, N. Y.
ORNELAS, MANUEL
Fiesta Time
KTKT, Tuscon, Ariz.
OSBORNE, LEN
Len Osborne Show
WTBO, Cumberland, Md.
OSBORNE, TIM
Tim Time
KTHT, Houston, Texas
OSTERBERG, BOB
Music Parade
WMUU, Greenville, S. C.
OTTE, JOHNNY
Tops in Pops
WJCD, Seymour, Indiana
OWEN, AL
Music Room
WMID, Atlantic City, N. J.
OWEN, DON
Postcard Parade
KWSH, Wewoka, Okla.
OWENS, JACK
Alarm Clock Club
WNEX, Macon, Ga.
OWNBEY, BILL
WCOG, Greensboro, N. C.
O'WRILL, BOB
Matinee Frolic
WPOR, Portland, Maine
OXINER, KENNETH
Melody Times
WHOC, Philadelphia, Miss.

— P —

PAGE, DAVE
KIRO, Paging
KIRO, Seattle, Wash.
PAINTER, DICK
KVGB, Great Bend, Kans.
PALMER, CLARK
Your Song
WRFO, Worthington, O.
PALMER, JIM
Record Shop
KSIM, Sikeston, Mo.
PARKER, BOB
Ala Carte
KLRA, Little Rock, Ark.
PARKER, FRED
Juke Box
WJWL, Georgetown, Del.
PARKS, ERV
Coffeepot Capers
WMIS, Natchez, Miss.
PARKER, GENE
Parker's Platters
WPRC, Lincoln, Ill.
PARNELL, REX
KWFC, Hot Springs, Ark.
PARSONS, BOYD
Alarm Clock Club
WGAD, Gadsden, Ala.
PARSONS, BRUCE
Ebony Boogie
WVIM, Vicksburg, Miss.
PATTERSON, JIMMY
By Jimminy
WBT, Charlotte, N. C.
PAUL, SYD
Coffee Pot
WHOL, Allentown, Pa.
PAXTON, TOM
Variety Package
WKY, Oklahoma City, Okla.
PEARS, TOM
Crossroads Jamboree
KVOL, Lafayette, La.
PEARSON, AL
Melody Ranch
KSRO, Santa Rosa, Cal.
PEARSON, CHARLIE
WCJU, Columbia, Miss.
PEARSON, JOHNNY
Johnny Pearson Show
KOWH, Omaha, Neb.
PEBBLES, ED
Sundial
WBML, Macon, Ga.
PELLE, FRED
Requestfully Yours
WCRK, Morristown, Tenn.
PENNEY, ED
Penny Serenade
WTAO, Cambridge, Mass.
PERAZZO, DON
Sunrise Serenade
KBON, Omaha, Neb.
PERKINS, RAY
KFEL, Denver, Colo.
PERRIN, KEYES
WROW, Ballroom
WROW, Albany, N. Y.
PERRY, BOB
980 Club
WCAP, Lowell, Mass.
PERRY, JOE
Te Music Shop
GFG, Kalamazoo, Mich.
PERRY, "TUT"
T. P.'s Wigwam
WCDL, Carbondale, Pa.
PERRYMAN, TOM
Hillbilly Hit Parade
KSIJ, Gladewater, Texas
PERSICO, JOHN
Musicross
WISL, Shomokin, Pa.
PETERS, BILL
Hi Neighbor
WOLS, Florence, S. C.
PETERS, JOHN
Dawnbusters
WPDX, Clarksburg, W. Va.
PETERSON, ARNOLD
Musical Reveille
WATW, Ashland, Wis.
PETERSON, GEORGE
Dancing Party
WBSC, Bennettsville, S. C.
PETERSON, HAL
Personality Time
WSAR, Fall River, Mass.
PETERSON, ROLFE
Rolfe Peterson Show
KSL, Salt Lake City, Utah
PETTERSEN, LEON
Big Eight
WISC, Madison, Wis.
PETTI, DICK
Music for Birds
WBCK, Battle Creek, Mich.
PHEIFFER, BILL
Polka Parade
WWNR, Beckley, W. Va.

PHILIP, DICK
Paul Beard Show
WPEO, Peoria, Ill.
PHILLIPS, BILL
Bill Phillips Show
WBAX, Wilkes-Barre, Pa.
PHILLIPS, DEWEY
Red Hot and Blue
WHBQ, Memphis, Tenn.
PHILLIPS, GEORGE
Top o' the Morning
WJNO, W. Palm Beach, Fla.
PHILLIPS, JOE
Carolina in the Morning
WRNO, Orangeburg, S. C.
PHILLIPS, PHIL
1260 Bandstand
WNXT, Portsmouth, Ohio
PHILLIPS, RALPH
Encore Matinee
WFBR, Baltimore, Md.
PHILLIPS, WALTER
Mission Midnight
WLW, Cincinnati, O.
PICCOLO, DOM
Dom Piccolo Show
WKBI, St. Marys, Pa.
PICKETT, BILL
Requestfully Yours
KGPH, Flagstaff, Ariz.
PICKETT, ROY
Roy Pickett Show
KTUL, Tulsa, Okla.
PIERCE, ART
Turntable Ballroom
WABM, Houlton, Maine
PITCOCK, BOB
Supper Club
KFSA, Ft. Smith, Ark.
PLATT, CHUCK
Varsity Club
KDSH, Boise, Idaho
POLAND, SAM
Sam's Show
WCHS, Charleston, W. Va.
POLK, BILLY
Good Morning Man
WJAT, Swainsboro, Ga.
POLLARD, JACK
After Hours
CKCK, Regina, Sask.
POLLMAN, HANK
Western Request
KUIP, Durango, Colo.
POLLOM, RAY
Music with Ray
WATW, Ashland, Wis.
POPE, BILL
You Name It—We Play It
WABY, Albany, N. Y.
PORTER, TED
Musical Roundup
KDRS, Paragould, Ark.
PORWANIECKI, LEO
Music for Today
WLIP, Kenosha, Wis.
POWELL, ED
Dineland Danceland
WWCA, Gary, Ind.
POWELL, BILL
Bouncing with Billy
WSOK, Nashville, Tenn.
POWELL, STEVE
KCRC, Enid, Okla.
POWER, TOM
Sunrise Serenade
WMUR, Manchester, N. H.
POWERS, TED
Powerhouse
WDEV, Waterbury, Vt.
PRODER, GEORGE
Harlem Express
KGBC, Galveston, Texas
PRATT, JIM
Hits and Headlines
KGBS, Harlingen, Texas

PRENDERGAST, ED
Man from Mars
WBOK, New Orleans, La.
PRENEVOST, BILL
Juke Box Review
KSDN, Aberdeen, S. Dak.
PRESLEY, R. N.
Radio Relay Quiz
KCNY, San Marcos, Texas
PRICE, CHARLIE
Charlie's Night Train
WOAY, Oak Hill, W. Va.
PRICE, CLYDE
Popular Music
WFMH, Cullman, Ala.
PRICE, VICTOR
Linger Awhile with Music
CFKI, Ft. Frances, Ont.
PROCTER, GENE
Proc's Pops
WSGN, Birmingham, Ala.
PUCKETT, TRUMAN
Truman Puckett Show
WJLD, Homewood, Ala.
PUDNEY, EARLE
Earle Pudney Show
WGY, Schenectady, N. Y.
PRYOR, CACTUS
Music Maker
KTBC, Austin, Texas
PURNELL, CHARLIE
WILM, Wilmington, Del.
PYNE, JOE
WILM, Wilmington, Del.

— Q —

QUAVE, MACKIE
In the Groove
WIS, Columbia, S. C.
QUICK, JERRY
Dawn in Dixie
WHSC, Hartsville, S. C.
QUIGLEY, DON
Discin with Don
KCID, Caldwell, Idaho
QUILAN, TOM
Requestfully Yours
KWBG, Boone, Iowa
QUINN, DOMINIC
Polka Hour
WFDF, Flint, Mich.

— R —

RADCLIFFE, BILL
Echoes of the Spheres
CKX, Brandon, Manitoba
RAINES, JIM
Platter Parade
WCBC, Anderson, Indiana
RAMPY, C. W.
1600 Club
KMAE, McKinney, Tex.
RAMSEY, BILL
Songs in Flight
WVOT, Wilson, N. C.
RAMSEY, RAY
Spin a Platter
WHIR, Danville, Ky.
RAND, HARRY
KOBK Musical Clock
KOBK, Owatonna, Minn.
RANDALL, SCOTT
Anything Goes
CKGB, Timmins, Ont.
RANDEL, TED
Lucky Lager Dance Time
KGEM, Boise, Idaho
RATHE, BOB
Coffee Time
WGEZ, Beloit, Wis.
RAULERSON, SPENCE
Raulerson Rambles
WMGA, Moultrie, Ga.

RAVEN, GEORGE
By Request
KSYC, Yreka, Cal.
RAY, BOB
Bob Ray Show
WIRK, West Palm Beach, Fla.
RAY, GENE
Cornfield Frolics
WPAL, Charleston, S. C.
RAYNER, RAY
WOOD, Grand Rapids, Mich.
READING, GEORGE
Moonlight Capers
WFNS, Burlington, N. C.
RECTOR, BOB
Best By Request
KWTO, Springfield, Mo.
REDABAUGH, HAROLD
KRDO, Colorado Springs, Col.
REDFERN, TED
1490 Club
WSTP, Salisbury, N. C.
REED, GLEN
Town & Country Club
WMNE, Menomonie, Wis.
REGAN, MATT
Early Riser's Club
WBTA, Batavia, N. Y.
REEVES, GENE
Rendezvous with Reeves
WLOK, Meridian, Miss.
REEVES, GLENN
Reeves Record Room
KCTX, Childress, Tex.
REICH, EDDIE
Record Review
WOSC, Fulton, N. Y.
REID, BILL
WEOL, Elyria, O.
REILLY, ED
It's Melody Time
WBRY, Waterbury, Conn.
REINDL, JACK
Clockwatcher
KCRG, Cedar Rapids, Iowa
REISING, KEITH
1570 Club
WLRP, New Albany, Ind.
REITMAN, WILLIAM
WGIL, Galesburg, Ill.
REMINGTON, JACK
Jack Remington Show
WKRC, Cincinnati, O.
REYNOLDS, FRED
Reynolds on Records
WGN, Chicago, Ill.
REYNOLDS, JIMMY
Jimmy Reynolds Show
WGAC, Augusta, Ga.
REYNOLDS, RUSSELL
Sundial-Romney Hour
WCUM, Cumberland, Md.
REZNOR, JOHNNY
Johnny's Matinee
WPFB, Middletown, O.
RHEUBOTTOM, HARRY
Harry's Swing Session
KCSB, San Bernardino, Cal.
RHODES, BOB
Rhodes Record Room
WHOO, Orlando, Fla.
RICE, CRAWFORD
WAPX, Montgomery, Ala.
RICHARDS, BILL
Richards Rendezvous
WGKV, Charleston, W. Va.
RICHARDS, WM.
Melody Mill
WESA, Charleroi, Pa.
RICHARDSON, C. B.
Hillbilly Show
KBOP, Pleasanton, Tex.
RICHARDSON, TED
1450 Club
WMOH, Hamilton, O.

RIGGS, TOMMY
WAPI, Birmingham, Ala.
RIMMERMAN, MARV
Platter Party
KISD, Sioux Falls, S. Dak.
RIPLEY, RONALD
Night Watch
KBWD, Brownwood, Texas
ROBBINS, BETTE
Robbins Corner
WCEM, Cambridge, Md.
ROBERSON, BILL
WHMA, Anniston, Ala.
ROBERTS, CAL
Cal Roberts Show
CHVC, Niagara Falls, Ont.
ROBERTS, DON
Music Shop
WKNE, Keene, N. H.
ROBERTS, EARL
Farm Frolics
KOSE, Osceola, Ark.
ROBERTS, ED. A.
Early Morning Prog.
WRHI, Rock Hills, S. C.
ROBERTS, KEN
Tops In Pops
WMGM, New York, N. Y.
ROBERTS, KENNETH
Top Ten
KLMR, Lamar, Colo.
ROBERTS, MARTY
Night Riders
WCKY, Cincinnati, O.
ROBINSON, PARK
Coffee with Parks
WJEH, Gallipolis, Ohio
RODRICK, BOB
Rod and His Records
KGCX, Sidney, Mont.
ROGERS, DON
Star Wagon
WRIB, Providence, R. I.
ROGERS, CLIFF
Saddle Pals
WHKK, Akron, O.
ROGERS, RALPH
WAPI, Birmingham, Ala.
ROGERS, TED
Corn-cert
WDVA, Danville, Va.
ROHN, JIM
Fun Club
KSJB, Jamestown, N. D.
ROLAND, BOB
Rise with Roland
WDYK, Cumberland, Md.
ROMANO, PAT
Music Shop
WPAW, Pawtucket, R. I.
ROPPOLO, JOE
Musical Clock
KFPW, Fort Smith, Ark.
ROSCOE, BEN W.
Cousin Ben Show
KWIE, Kennewick, Wash.
ROSE, JOE
Rose Room
KGU, Honolulu, Hawaii
ROSEHILL, DAVE
Parade of Stars
WGSM, Huntington, N. Y.
ROSS, BILL
The Bill Ross Show
WIOD, Miami, Fla.
ROSS, BOB
Music Till Midnight
CKOV, Kelowna, B. C.
ROSS, DAVE
1450 Club
WDSG, Dyersburg, Tenn.
ROSS, DON JOHN
Reveille, Rendezvous
WJTN, Jamestown, N. Y.
ROSS, JOHN
Variety Times
KPDN, Pampa, Texas
ROSS, NORMAN
400 Hour
WMAQ, Chicago, Ill.
ROSS, WALT
1380 Club
KSRV, Ontario, Ore.
ROSSMAN, MERLE
Midnite Merry Go Round
KHUB, Watsonville, Cal.
ROUSCH, SIG
Blabbermouth Clambake
WORZ, Orlando, Fla.
ROWAN, STEVE
After Hours
KILO, Grand Forks, N. D.
ROWE, RED
Red Rowe Rancho
KFWB, L. A., Cal.
ROWLAND, MARSHALL
Ole Country Boy
WJHP, Jacksonville, Fla.
ROWLEY, TOM
Melody Matinee
WENE, Binghamton-Endicott, N. Y.
ROWZIE, JACK
Night Beat
WWDC, Washington, D. C.
ROYE, CHAZ
Top Five
WDAE, Tampa, Fla.
ROYER, VIRGIL
Rendezvous
WTVB, Coldwater, Mich.
RUBEN, FABELO
Spanish Programs
WALT, Tampa, Fla.
RUCKLE, BOB
1480 Special
WRDW, Augusta, Ga.
RUDOLPH, HOWARD
Melody Market
WITH, Baltimore, Md.
RUETZ, ED
Coffee Time
WRAC, Racine, Wis
RUFUS, JAMES G.
Tune Time
KXLQ, Bozeman, Montana
RUIZ, PETE
Peter's Platter Party
KCRT, Trinidad, Colo.
RUMORE, DUKE
Duke Rumore Show
WJLD, Homewood, Ala.
RUMORE, JOE
Roundup Time
WVOK, Birmingham, Ala.
RUSS, JOE
Midnight Ramble
WEVE, Eveleth, Minn.
RUSSELL, BILL
Startime
KSEK, Pittsburg, Kans.
RUSSELL, CY
The Cy Russell Show
WMIE, Miami, Fla.
RUSSELL, WEBB
Rumpus Room
WHBC, Canton, O.
RUTLIDGE, NED
All Around the Mulberry Bush
WHVR, Hanover, Pa.
RYAN, BILL
Records with Ryan
KJRL, Pocatello, Idaho
RYAN, DAN
Dan Ryan Show
WBBW, Youngstown, O.
RYAN, JACK
Request Please
WHUM, Reading, Pa.
RYAN, PAUL
You Name It
WBEV, Beaver Dam, Wis.
RYAN, PHIL
Coffee Club
RYE, JACK
Big Record Room
KTSM, El Paso, Texas
RYKEW, JOHN
Rhythm & Rhyme on Record
KLAS, Las Vegas, Nev.
RYMAN, PAUL
Music for Everyone
KERG, Eugene, Ore.

— S —

SALTER, RUSS
Ole Time Jamboree
WTAQ, LaGrange, Ill.
SAMM, JOHN
Toons For Teens
WPAM, Pottsville, Pa.
SAMPSON, BOB
The Request
KXLE, Ellensburg, Wash.
SANCHEZ, TED
Spanish Serenade
KULF, Alpine, Tex.
SANDERS, LEON
Hillbilly Club
KDET, Center, Texas
SANDFORD, CHARLES
560 Review
WGAN, Portland, Maine
SANFORD, PHIL
Platter Parlor
WGRO, Bay City, Mich.
SANDLER, JACK
Sports Trail
KOWH, Omaha
SANDY, KEITH
1230 Calling
WBSM, New Bedford, Mass .
SAUCEMAN, CARL
Hillbilly Hits
WRAG, Carrollton, Ala.
SAUNDERS, ALLEN
Alarm Clock Club
WCHA, Chambersburg, Pa.
SAUNDERS, BRUCE
Record Shop
WSBT, South Bend, Ind.
SAUNDERS, EDDIE
Jump & Jive
WVKO, Columbus, O.
SAWTELL, EDWARD
1400 Club
WJLB, Detroit, Mich.
SCAMMELL, JACK
Jack's Bar X Ranch
WELC, Welch, W. Va.
SCHAEFER, ART
WAPX, Montgomery, Ala.
SCHAEFER, JOE
Melody Matinee
WNHC, New Haven, Conn.
SCHAFFER, RON
1450 Club
KBRL, McCook, Neb.
SCHENCK, BUD
Music Room
WTRF, Bellaire, Ohio
SCHINDLER, PETE
Studio Party
KASH, Eugene, Ore.
SCHLIMMER, JOHN
Commuter's Express
WNMP, Evanston, Ill.
SCHMIDT, KAY
Disc & Data
KBKW, Aberdeen, Wash.
SCHNEBLY, LARRY
LS Show
KGPH, Flagstaff, Ariz.
SCHOLZ, BOB
Scholz Business
WBEL, Beloit, Wis.

SCHULTZ, DICK
Records with the Redbird
WLOX, Biloxi, Miss.
SCOTT, ANDY
Beale Street Jive
WOWL, Florence, Ala.
SCOTT, BILL
Mail Order Melodies
KSCB, Liberal, Kansas
SCOTT, BILL
Especially for You
WRLD, West Point, Ga.
SCOTT, DALE
Mr. Groovie Show
WJHO, Opelika, Ala.
SCOTT, DANE
Square Block
WIEL, Elizabethtown, Ky.
SCOTT, DAVE
Time In A Jiffy
KQV, Pittsburgh, Pa.
SCOTT, GEORGE
Howdy Neighbor
WHIN, Gallatin, Tenn.
SCOTT, HANK
Polka Party
WKNX, Saginaw, Mich.
SCOTT, JIM
KSCO, Santa Cruz, Cal.
SCOTT, JOE
Scotts Coffee Shop
WBRE, Wilkes-Barre, Pa.
SCOTT, JOHN
Back Bay Matinee
WHDH, Boston, Mass.
SCOTT, PETER
Man About Midnight
CHNO, Sudbury, Ont.
SCOTT, RAY
Country Music Time
WZIP, Covington, Ky.
SCOTT, SID
Brunch with Scott
WPAC, Patchogue, N. Y.
SEARCY, JESSE
Hymmtime
WELP, Easley, S. C.
SEARS, BILL
That Man Sears
WCAU, Phil., Pa.
SELLECK, JOHNNY
Records, Inc.
KLFY, Lafayette, Pa.
SELLERS, BILL
Coffee Time
WHIN, Gallatin, Tenn.
SEYMOUR, BOB
Bobbin' with Bob
WKMH, Dearborn-Detroit, Mich.
SHADBURN, BILL
Ole Night Watchman
WATL, Atlanta, Ga.
SHADDOCK, ROBERT
Club Shadrack
WCLI, Corning, N. Y.
SHARP, IRVING
Daily Dozen
WDBJ, Roanoke, Va.
SHARP, JIM
Rise 'N Shine
WICA, Ashtabula, O.
SHARPE, EDWARD C.
Rhythm Clinic
WNEX, Macon, Ga.
SHAVER, DUSTY
Dusty Shaver Show
WBSC, Bennettsville, S. C.
SHAW, HAROLD
Early Bird
WSTA, Brattleboro, Vt.
SHEEHAN, ED
Cavalcade of Music
KIKI, Honolulu, T. H.
SHELL, BILL
1100 Club
WLBB, Carrollton, Ga.
SHELTON, JIM
Hillbilly Hits
KTAN, Sherman, Tex.
SHELTON, KEN
Ask and it is yours
WJWL, Georgetown, Del.
SHEPPARD, GIL
Colony Time
WCPO, Cincinnati, Ohio.
SHERBAHAN, DICK
Wake Up Smiling
WLAN, Lancaster, Pa.
SHERRICK, JAN
Burgie Music Box
KROP, Brawley, Cal.
SHERWOOD, DON
Sharps, Flats & Sherwood
KROW, Oakland, Cal.
SHINE, BILL
Club 1230
KLAN, Brenton, Wash.
SHOMETTE, BILL
Radio Rodeo
WOAI, San Antonio, Texas
SHORE, AL
Hillbilly Roundup
KRHD, Duncan, Okla.
SHORT, DOUG
Record Digest
CFAC, Calgary, Alta.
SHUMWAY, HI
Nite Mayor
WASK, Lafayette, Ind.
SHUPE, DICK
Tiny Tot Time
KLMR, Lamar, Colo.
SHUPE, EVERETT
804
KLMR, Lamar, Colo.
SHURLAN, BUD
Disc Caravan
WARE, Ware, Mass.

SILBERT, BILL
B. Jan. 1, 1921; Bill Silbert Show, WABD; Silbert at Six, WMGM; Let's Go Bowling, WABD

SILVERA, ED
Mr. Music
WISC, Madison, Wis.
SIMMONS, JACK
Music a la WHY-L
WHYL, Carlisle, Pa.

SIMON, ERNIE
Breakfast Party
WGN-TV, Chicago, Ill.

SIMON, WILLIAM
Sy's Session
KVON, Napa, Cal.
SIMPSON, GEORGE
After Hours
WJNO, W. Palm Beach, Fla.
SIMPSON, KEN
Saturday Serenade
CFJR, Brockville, Ont.
SINCLAIR, GORD
Morning Show
CFCF, Montreal
SINCLAIR, JOHN
Cousin John
WLEE, Richmond, Va.
SKAFF, NED
Clockwatcher
WCHS, Charleston, W. Va.
SLANK, ED
Request Time
WCFV, Flifton Forge, Va.
SLATE, CHARLIE
Farm & Home Time
WBTM, Danville, Va.
SLATTERY, JACK
Jack's TNT Club
WELM, Elmire, N. Y.
SLAYTON, GLEN
Musical Clock
WFUN, Huntsville, Ala.
SLIGH, CHARLES
Rocket "88"
WOLS, Florence, S. C.
SLOAN, BILL
Polka Revue
KFRD, Rosenberg, Texas
SLOCUM, CLICK
T N T
WORC, Worcester, Mass.
SLUSSER, WM.
Beyond the Blue
KBIO, Burley, Idaho
SMALLS, THOMAS
Dr. Jive Program
WWRL, New York, N. Y.
SMILEY, BOB
Bob Smiley Show
WGAR, Cleveland, O.
SMITH, BILL
Waker Upper
KTTR, Rolla, Mo.
SMITH, BOB
Hoe Down Party
WVOP, Vidalia, Ga.
SMITH, CY
KRNO, San Bernardino, Cal.
SMITH, DICK
Record Shop
WORC, Worcester, Mass.
SMITH, DON
Insomnia Serenade
WRUF, Gainesville, Fla.
SMITH, DON
Club 90
WWGS, Tifton, Ga.
SMITH, ED
Round and Round Society
KLWN, Lawrence, Iowa
SMITH, EDSEL
Sheriff Ed
WWNC, Newton, N. C.
SMITH, GEO.
Open House
KSIM, Salem, Oreg.
SMITH, HAL
Hilltop Hoedown
WELP, Easley, S. C.
SMITH, HUGH
The Old Clockwatcher
KOGT, Orange, Texas
SMITH, JOE
Record Park
WARD, Johnstown, Pa.
SMITH, LOREN
The New Show
WTSA, Brattleboro, Vt.
SMITH, ROBERT
Breakfast Express
WBLJ, Dalton, Ga.
SMITH, ROBERT
Theater of Melody
WTIC, Hartford, Conn.
SMITH, VINSON
Milkman's Matinee
WRLD, West Point, Ga.
SMITH, VINCENT
Milkman's Matinee
WRLD, Lanett, Ala.
SMITH, WM.
Discopation
WMFR, High Point, N. C.
SMITHEM, DIANE
Sagebrush Serenade
KSJO, San Jose, Cal.
SMITHERMAN, ROSS
Smithermans Shehanigans
WHBS, Huntsville, Ala.
SMOLLON, JACK
Moonshine with Smollon
WJHO, Opelika, Ala.
SMYTHE, PETE
General Store
KTLN, Denver, Colo.

SNOW, BOB
Record Review
WSIV, Pekin, Ill.
SOLES, PAUL
Route 78
CFPL, London, Ont.
SOMMER, BILL
We Congratulate
WKST, New Castle, Pa.
SOMONANO, HECTOR
WCMN, Arecibo, P. R.
SOSKIN, TED
Ted Soskin Show
CKXL, Calgary, Alta.
SPANGLER, BOB
Iowa State Houseparty
KASI, Ames, Iowa
SPAULDING, RALPH
Howe Down
KRUL, Corvallis, Ore.
SPIRO, WALTER
Koffee Time
WCOV, Montgomery, Ala.
SPOO, ED
Time & Tempo
WWHG, Hornell, N. Y.
SPOTTS, JIM
Jim's Place
WBPZ, Lock Haven, Pa.
SPOTTS, RALPH
Bar None Ranch
WTRR, Sanford, Fla.
SPRY, GENE
Gene Spry Show
KPHO, Phoenix, Ariz.
STAMBUCK, WALLY
Music Till One
CJOC, Lethbridge, Alta.
STAMPER, BILL
Tune Factory
WKDN, Camden, N. J.
STAMPS, WILLIAM
Whistling in the Dark
WLBJ, Bowling Green, Ky.
STANFORD, RAY
Morning Melodies
WVVW, Fairmont, W. Va.
STANLEY, BILL
Happiness Exchange
WNOE, New Orleans, La.
STANT, JACK
Pajama Parade
WAMS, Wilmington, Del.
STARK, CHARLIE
WINS, New York, N. Y.
STARK, CHARLES
Folktune Frolics
KDRS, Paragould, Ark.
STARR, JOE
Starr Time
WATL, Atlanta, Ga.
ST. CLAIR, ED
Polk County Express
WSIR, Winter Haven, Fla.
STEBBINS, ROGER
1260 Club
WERC, Erie, Pa.
STELL, BILL
Mailbag Programs
WSVS, Crewe, Va.
STEPHENS, DICK
Coffee Club
WJPA, Washington, Pa.
STEPHENS, MIKE
Musical Clock
CKCW, Moncton, N. B.
STERLING, KEITH
Make Believe Ballroom
CKOY, Ottawa, Ont.
STERLING, VIC
Nitewatchman
KUKI, Ukiah, Cal.
STEVENS, AL
Al Stevens Show
WWIN, Baltimore, Md.
STEVENS, BOB
Pushin' Sand
WVCG, Coral Gables, Fla.
STEVENS, CHUCK
Yawn Patrol
WPAW, Pawtucket, R. I.
STEVENS, MATT
Off the Record
WCED, DuBois, Pa.
STEVENSON, CHAS. JOHN
The Chanticleer
WGY, Schenectady, N. Y.
STEWART, CAL
Tellotest
WOWO, Ft. Wayne, Ind.
STEWART, JACK
Jack Stewart Show
CKXL, Calgary, Alta.
STEWART, TOM
Tunetown
KTAT, Frederick, Okla.
STEWART, TOM
Musical Clock
WPAQ, Mt. Airy, N. C.
STIERMAN, VERN
Play Radio Show
KDTH, Dubuque, Iowa
STINGLEY, ROY
Fairfield Jamboree
WHOK, Lancaster, O.
STODDARD, DICK
KLTI, Longview, Texas
STONE, AL
Wax Works
WCSC, Charleston, S. C.
STONE, DAVE
Corrall Club
KSEL, Lubbock, Texas
STONE, JIM
KBTM, Jonesboro, Ark.
STOREY, BOB
Storey Time
WGL, Fort Wayne, Ind.
STORY, DOLORES
1120 Club
KCLE, Cleburne, Texas
STRADLER, TED
Smoke Dreams
WJHP, Jacksonville, Fla.
STRICKLAND, BILL
Juke Box
WIRA, Ft. Pierce, Fla.
STRONG, JACK
Cornbread Matinee
WGAC, Augusta, Ga.
STUART, ALLEN
Cavalcade of Music
WJZ, New York, N. Y.
STUART, HALL
1450 Club
WHIT, New Bern, N. C.
STUTHMAN, FRED
Relaxin' Time
KGO, San Francisco, Cal.
STURTZ, HOWIE
Neillsville Hour
WDLB, Marshfield, Wis.
SUDDUTH, GENE
Record Revue
WEAR, Pensacola, Fla.
SUGAR, DICK
Latin American Hour
WEVD, New York, N. Y.
SULLIVAN, DENNIS
Musical Clock
WFBL, Syracuse, N. Y.
SULLIVAN, MORRIE
Tops and Pops
WMUS, Muskegon, Mich.
SULLIVAN, PERRY
Perry Sullivan Show
WRDW, Augusta, Ga.
SUMMERFIELD, JOHN
Morning **Music Club**
WAKE, Greenville, S. C.
SUMMERISE, BOB
Bob Summerise Show
KMO, Tacoma, Wash.
SUNDHOLM, DALE C.
Club 690
KRCO, Prinville, Oreg.
SUTPHEN, CLARK
Wax Works
KBMY, Billings, Mont.
SUTTON, SCOTT
Tops in Pops
WGGG, Gainesville, Fla.
SWENSON, JACK
KFEL, Denver, Colo.
SWENY, ROBERT M.
Showtime
KDDD, Dumas, Texas

— T —

TABLER, W. D.
Saturday Serenade
WDNE, Elkins, W. Va.
TALBOTT, JOHN
Sweet and Solid
KBIZ, Ottumwa, Iowa
TALFORD, BRUCE
Melody Merchant
WTSV, Claremont, N. H.
TALLEY, JOHN
Hayloft Jamboree
WYVE, Wytheville, Va.
TAMBLYN, BOB
Party Line
WSCS, Charleston, S. C.
TAPLER, VINCE
Rhythm Matinee
WTJS, Jackson, Tenn.
TAPLIN, TAP
T. N. T. Show
WEBR, Buffalo, N. Y.
TARASI, FRED
Sunset Serenade
WACB, Kittanning, Pa.
TATE, HAL
Who's Talking
WBKB-TV, Chicago, Ill.
TAYLOR, AL
KMJ
Fresno, Cal.
TAYLOR, BEN
Cousin John
WLEE, Richmond, Va.
TAYLOR, BILL
A Date with Bill
WNNC, Newton, N. C.
TAYLOR, SAMMY
Sammy Taylor Show
KGON, Portland, Ore.
TEETER, LEWIS
KDAS, Malvern, Ark.
TERMINE, JIM
Platter Party
WCPS, Tarboro, N. C.
TERRY, LILLIAN
Tea Time with the Terrys
WAPA, San Juan, P. R.
THAYER, JACK
Star Gazing
WTCN, Minneapolis, Minn.
THERRIEN, LARRY
930 Club
WREB, Holyoke, Mass.
THIELE, DUKE
Duke Till **Dawn**
WNOE, New Orleans, La.
THOMAS, BILL
Sunrise Serenade
KDTH, Dubuque, Iowa
THOMAS, GILBERT
Sunny Side of the Street
WHTC, Holland, Mich.
THOMAS, GORDON
Informally Yours
WWPA, Williamsport, Pa.

THOMAS, JOHN
To-day's Top Tunes
THOMAS, MITCH
WILM,
Wilmington, Delaware
THOMPSON, RON
Records and Rhythm
WWSO, Springfield, Ohio
THOMAS, STEVE
Tune Tavern
WAKN, Aiken, S. C.
THOMAS, VAL
Melody Circus
WGAY, Silver Springs, Md.
THOMASON, BILL
Studio Party
WLAQ, Rome, Ga.
THOMASON, JIMMY
Jimmy Thomason Show
KAFY
Bakersfield, Calif.
THOMPSON, CHUCK
Chuck and Elmer
WFOR, Hattiesburg, Pa.
THOMPSON, CHUCK
The Chuck Thompson Show
WITH, Baltimore, Md.
THOMPSON, GOLDIE
Gaddin with Goldie
WHBO, Tampa, Fla.
THOMPSON, JERRY
Musical Clock
WVMI, Biloxi, Miss.
THOMPSON, JIM
Mr. Music
KQV, Pittsburgh, Pa.
THOMPSON, RUSS
Dreamtime
CJBQ, Belleville, Ont.
THOMPSON, VERLA
Studio Party
KASH, Eugene, Ore.
TIBBETTS, DON
Don Tibbetts Show
WFEA, Manchester, N. H.
TINNEY, CAL
Cal Tinney Show
ABC
TOBY, MARK
This Is Toby
WEVD, New York, N. Y.
TOLBERT, ROBERT
Wake Up Time
WTBF, Troy, Ala.
TOTTEN, VERN
Music of the West
KXLF, Butte, Mont.
TOWNE, GORDON
WHOO Wakes Up
WHOO, Orlando, Fla.
TRACY, BILL
Jive Till Five
WSKB, McComb, Miss.
TRAP, BOB
Koffee Koncert
WFUR, Grand Rapids, Mich.
TRAP, WILLIAM
Breakfast with Trap
WKBZ, Muskegon, Mich.
TRAYLOR, GENE
Night Train
WFKY, Frankfort, Ky.
TREGALLAS, JACK
Enchanted Hour
CJVI, Victoria, B. C.
TRINE, PHIL
Advance Release
KUKI, Ukiah, Cal.
TRUSSELL, CHARLIE
Top of the Morning
WNOW, York, Pa.
TUCK, GEORGE C.
Top o' the Mornin'
WGUY, Bangor, Maine
TUCKER, DICK
Dick Tucker Show
WBZ, Boston, Mass.

TUCKER, DON
Country Music Time
WARL, Arlington, Va.
TUCKER, FRANK
Tunes for Teens
WCOV, Montgomery, Ala.
TUNIS, HAL
Tunis Show
WMGM, New York, N. Y.
TYSON, DAVE
Wake up with Davey
WCAE, Pittsburgh, Pa.

— U —

UMBACK, BOB
Atomic Boogie Hour
WJLD, Homewood, Ala.
UNCLE, IRV
Happiness Exchange
KNOE, Monroe, La.
UNDERHILL, LEO
Breakfast Time
WCKY, Cincinnati, O.

— V —

VALLEY, NORM
Rise 'n' Shine
WHOB, Gardner, Mass.
VANCE, TONY
Our Saturday Date
WHIS, Bluefield, W. Va.
VANCE, VAN
Easy Listening
WKAY, Glasgow, Ky.
VANDERHOOF, BRUCE
Vanderhoof's Yawniversity
KNAK, Salt Lake City, Utah
VAN SLYCKE, HARRY
950 Club
KSEL, Lubbock, Texas
VAUGHN, WALTER
Hillbilly Breakfast Club
KTAN, Sherman, Tex.
VERDON, BOB
Top 30
KGOS, Torrington, Wyo.
VERDON, MARIO
CKAC, Montreal
VICKROY, DON
Mixing Bowl
KOOS, Coos Bay, Ore.
VIZINA, BOB
B's Wax
KELK, Elko, Nev.
VOGEL, ART
Top Tunes
WMIL, Milwaukee, Wisc.
VOGT, KEN
8-6-0- Show
WFOX, Milwaukee, Wis.
VON TRESS, FAYE
Sleepy Time Gal
WJLD, Homewood, Ala.

— W —

WADD, JOHN
1240 Club
WOBT, Rhinelander, Wis.
WADSWORTH, RALPH
Date with the Stars
KPXK, Rexburg, Idaho
WAGNER, JACK
Rise and Shine
KHJ, LA, Calif.

WAGNER, PAUL
KCOL Karavan
KCOL, Fort Collins, Colo.
WAGNON, BUCK
Ranch House Rhythms
KTAT, Frederick, Okla.
WAITS, ERNIE
Ernie Waits Show
WNOP, Newport, Ky.
WALKER, ED C.
Hits and Bits
WDAE, Tampa, Fla.
WALKER, HARRY
Dealer's Choice
KMOR, Oroville, Cal.
WALKER, JIMMY
Jimmy Walker Show
KGU, Honolulu, Hawaii
WALKER, LEE
Record Man
WCHV, Charlottesville, Va.
WALLACE, BOB
590 Club
WROW, Albany, N. Y.
WALLACE, CAL.
Man at the Door
WZIP, Covington, Ky.
WALSHAK, DAVID
1450 Club
KCTI, Gonzales, Texas
WALTERS, BILL
Easy Listening
WDUZ, Green Bay, Wis.
WALTERS, BUCKY
WNXT, Portsmouth, Ohio
WALTERS, FRANK
Club 1230
KYJC, Medford, Ore.
WALTON, DICK
No. Main St. Hour
WICE, Providence, R. I.
WAMBACH, PETE
Pete Wambach Show
WCMB, Harrisburg, Pa.
WANKE, HUGH
"Morning Musical Clock"
WXAO, Baltimore, Md.
WANZER, HAL
Request Club
KCOG, Centerville, Iowa
WARD, BILL
Bill Ward's Doghouse
CKWX, Vancouver, B. C.
WARD, JIM
River Rhapsody
CFJR, Brockville, Ont.
WARD, JIM
The Wake-Up Ward
KAPA, Raymond, Wash.
WARD, JIM
Morning Mayor's Show
WILK, Wilkes Barre, Pa.
WARD, RUSS
Records at Random
WDYK, Cumberland, Md.
WARREN, DOC
Crackerjack Show
WPDQ, Jacksonville, Fla.
WARREN, DOUG
Talk of the Town
WKDN, Camden, N. J.
WARREN, JACK
Club Matinee
KWRN, Reno, Nev.
WARREN, JAMES
Dance Time
KJR, Seattle, Wash.

WATERS, VIC
Vic Waters Show
CJOR, Vancouver, B. C.
WATIER, LUCIEN
CKAC, Montreal
WAYNE, STU
WDAS, Phil., Pa.
WEATHERLY, BOB
WTAN, Clearwater, Fla.
WEAVER, ROBYN
Robyn Weaver Show
WIRL, Peoria, Ill.
WEBB, DUDE
1280 Klub
WYVE, Wytheville, Va.
WEBB, FRED
Studio Party
WGAA, Cedartown, Ga.
WEBB, J. R.
Western Serenade
WIHL, Hammond, La.
WEBB, RED
R. F. D. Piedmont
WLBG, Laurens, So. Car.
WEBER, ART
Music You Want
KGVO, Missoula, Montana
WEBER, FRED
1340 Club
WIZE, Springfield, O.
WEBSTER, JAMES
Melody Ballroom
WCUM, Cumberland, Md.
WEBSTER, KURT
Dancing Party
WBT, Charlotte, N. C.
WEGMAN, BILL
Night Watchman
WGEM, Quincy, Ill.
WEILER, ROBT. J.
Ham and Egg Time
KDIX, Dickinson, N. D.
WEITZEL, JACK
Wax Works
WCHA, Chambersburg, Pa.
WELCH, CLARENCE
Negro Spirituals
KALI, Pasadena, Cal.
WELCH, ED
Concentratin On You
KBON, Omaha, Neb.
WELCH, LARRY
Voice of Turtle
WCOP, Boston, Mass.
WELLINGTON, JACK
Jack's Jukebox
KYMA, Yuma, Ariz.
WELLS, JACQUES
Well's Belles
WCBM, Baltimore, Md.
WELLS, JOHN
1270 Club
WLBR, Lebanon, Pa.
WELSBACHER, RICHARD
Buckeye Bugle Call
WCLT, Newark, O.
WENDLING, JIM
Record Shop
WATH, Athens, Ohio
WENDT, DUDLEY
Record Rodeo
KOVE, Lander, Wyo.
WESLEY, JIM
Wake Up With Wesley
WGLS, Decatur, Ga.
WEST, Bill
KMOR, Oroville, Cal.
WEST, CHARLEY
West Calling
WREB, Holyoke, Mass.
WEST, WAYNE
Wayne West Show
WMBD, Peoria, Ill.
WESTER, BOSTWICK
KSDO, San Diego, Cal.
WESTCOTT, GEORGE
Rockin' Time
KXOB, Stockton, Cal.
WHALEN, BILL
Luncheon Date
WCUE, Akron, O.
WHEELER, DICK
Club 600
KTBB, Tyler, Texas
WHEELER, DOC
Morning Spirituals
WWRL, New York, N. Y.
WHITAKER, JACK
Jack the Batchelor
KOVO, Provo, Utah
WHITCOMB, BOB
Polka Time
WGRD, Grand Rapids, Mich.
WHITE, DON
Record Room
KMAN, Manhattan, Kansas
WHITE, JIM
Club Matinee
KWRN, Reno, Nev.
WHITE, NORMAN
Dancing Session
KCSU, Provo, Utah
WHITE, WAYMAN
Duke of Wax
WAUG, Augusta, Ga.
WHITE, WORTH
Hillbilly Jukebox
WPTF, Raleigh, N. C.
WHITEHILL, ROBERT
Music at Dinnertime
WBLK, Clarksburg, W. Va.
WHITTINGTON, JAMES
Gospel in Song
WMFS, Chattanooga, Tenn.
WHITNEY, BOYD
Hillbilly Houseparty
KTRM, Beaumont, Texas
WIEDMAN, JACK
WROY, Carmi, Ill.
WIENER, BUDD
Requestfully Yours
KOPO, Tuscon, Ariz.
WIGGINS, GERRY
Midnight Merry-Go-Round
CFRB, Toronto, Ont.
WIKEN, DAVE
Dancing Party
WCHS, Charleston, W. Va.
WILCOX, FRED
Hoop-Dee-Doo
KOY, Phoenix, Ariz.
WILCOX, JOHN
Words and Wax
KBOL, Boulder, Colorado
WILDE, TED
Best on Wax
WAKN, Aiken, S. C.
WILDER, JAMES
Howdy Neighbor
WFRP, Savannah, Ga.
WILDER, LEE
Music off the Disc
WMIK, Middleboro, Ky.
WILLET, SLIM
Big State Jamboree
KRBC, Abilene, Tex.
WILLIAMS, CAL
Cal Calling
WHAT, Phil., Pa.
WILLIAMS, CARY
Musical Clock
WWPA, Williamsport, Pa.
WILLIAMS, GENE
Dancing Party
KMOD, Modesto, Cal.
WILLIAMS, KENT
Melody Matinee
WDOK, Cleveland, O.
WILLIAMS, JAY
Club "1400"
KTSW, Emporia, Kansas
WILLIAMS, ROD
1340 Club
WKIC, Hazard, Ky.
WILLIAMS, STAN
Record Club
CKLB, Oshawa, Ont.
WILLIAMS, VINCE
Vince Williams Show
WJZ, New York, N. Y.
WILLIAMS, WALLY
Wally's Platter Party
KCKY, Coolidge, Ariz.
WILLIAMSON, JIM
Rhythm Hour
WTRR, Sanford, Fla.
WILLMAN, JACK
Morning Spirituals
WMRY, New Orleans, La.
WILLSON, GARY
Call for Music
WSGW, Saginaw, Mich.
WILSON, LARRY
Working with Wax
WNOE, New Orleans, La.
WILSON, STU
Sweet and Sentimental
KBIG, Avalon, Calif.
WILSON, WALTER
Jump School
WHOP, Hopkinsville, Ky.
WILSON, WARREN
Hotcakes and Coffee
KONP, Port Angeles, Wash.
WIMBERLY, DOROTHY
Kitty V LA call Show
KVIC, Little Rock, Ark.
WINN, Bill
Alarm Clock Club
WJOC, Jamestown, N. Y.
WINSLOW, VERNON
Boogie Beat Breakfast
WMRY, New Orleans, La.
WINTER, PAUL
Winter's Wonderland
WXYZ, Detroit, Mich.
WINTERS, DICK
Breakfast Express
WAAF, Chicago, Ill.
WISCHMEYER, GEORGE
Music in the Night
WONN, Lakeland, Fla.
WITT, CHARLES
Melody Matinee
WAYX, Waycross, Ga.
WITTE, BUD
Best on Wax
WDUZ, Green Bay, Wis.
WOEHRMANN, BILL
Spinning Wheel
WCNB, Connersville, Ind.
WOLF, FRED
Get Up and Go
WXYZ, Detroit, Mich.
WOLFE, AL
Wolf Works
WHGB, Harrisburg, Pa.
WOLFE, W.
Breakfast Bell
CHWK, Chilliwack, B. C.
WOLOSON, MIKE
One Mike to Another
WNOR, Norfolk, Va.
WOOD, CALLBIE
The Early Bird
WVOT, Wilson, N. C.

WOOD, DEL
Juke Box Review
KTLN, Denver, Colo.

WOOD, FRED
Woodchopper's Ball
WWBZ, Vineland, N. J.

WOOD, MIKE
Michael Wood Show
CKCW, Moncton, N. B.

WOOD, PAUL
Paul's Platter Party
WEBJ, Brewton, Ala.

WOODBINE, DALE
Matinee in Music
KAYS, Hays, Kans.

WOODS, JEAN
Lobo Frolics
KVKM, Monahans, Tex.

WOODS, JOHN
WTAG, Worcester, Mass.

WOOLRIDGE, FRED
Fantasy Bandstand
VOGM, St. John's Newf.

WOOTEN, BILL
Club 630
WIRC, Hickory, N. C.

WORLEY, JACK
Let's Dance
WGAD, Gadsden, Ala.

WORTMAN, ART
Let's Dance
WABM, Houlton, Maine

WRAY, JOHN
Club 590
KUGN, Eugene, Ore.

WRIGHT, BOB
Session on 570
KVI, Seattle, Wash.

WRIGHT, GUS
Star Tune Request Time
WMOD, Moundsville, W. Va.

WRIGHT, KEN
Time and Tune Parade
WKY, Oklahoma City, Okla.

WRIGHT, LLOYD
Yawn Patrol
CFPL, London, Ont.

WRISLEY, JOHN
Ramblin' with Wrisley
WSAV, Savannah, Ga.

— Y —

YAGER, DOYLE
Washington Chronicle
WPEO, Peoria, Ill.

YANDLE, JIMMIE
1290 Club
WTMC, Ocala, Fla.

YEAGER, RAY
Ray's Record Revue
KROW, Oakland, Cal.

YELLAND, STARR
Food Derby
KOA, Denver, Colo.

YOCAM, JOE
The Joe Yocam Show
KFWB, L. A., Cal.

YOCUM, CARL
Starlight Ballroom
KXOC, Chico, Cal.

YORKE, WALLY
Swing Inn
CHWK, Chilliwack, B. C.

YOUNG, DUKE
Duke's Dilemma
KUGN, Eugene, Ore.

YOUNG, JOE
Club 1310
KFKA, Greeley, Colo.

YOUNG, O. C.
Bits of Hits
WHIS, Bluefield, W. Va.

YOUNGBLOOD, CHARLIE
Melody Range
KPOJ, Portland, Ore.

YOUNGBLOOD, JIM
Farm & Home Hour
WPAD, Paducah, Ky.

— Z —

ZACHARY, HIGH
Sunny Side of Seven
WFAI, Fayetteville, N. C.

ZAPUTIL, BILL
Eleven-O-Five Club
KBMY, Billings, Mont.

ZIEGLER, DICK
Record Reville
WEIM, Fitchburg, Mass.

ZIMMERMAN, HARRY
Record Rodeo
KEYD, Minneapolis, Minn.

ZOOK, DICK
Zaggin with Zookie
KVVC, Ventura, Cal.

For
"BEHIND THE MIKE
AND
BEFORE THE CAMERA"

LISTINGS FOR ALL TALENT

SEE PAGE 1005

WOMEN COMMENTATORS
HOME ECONOMISTS
of U. S. TV and Radio Stations

☆

— A —

Abbanat, Dottie.....WBCK, Battle Creek, Mich.
Abdou, Gloria..... WCAE, Pittsburgh, Pa.
Adams, Carol.....WHBC, Canton, Ohio
Adams, Jane.....KYUM, Yuma, Ariz.
Adams, Louise.....WCMB, Harrisburg, Pa.
Adams, Mary.....WFPA, Fort Payne, Ala.
Adams, Opal.....WPMP, Pascagoula, Miss.
Adams, Sally.....KVOU, Uvalde, Texas
Adams, Susan.....WABD, New York
Aders, Edna.....WLSI, Pikeville, Ky.
Adkins, Denise.....KMAE, McKinney, Tex.
Aea, Nancy K.....KULA, Honolulu, T. H.
Aitken, Kate.....DFRB, Toronto, Ont.
Alberson, Jo.....KSIM, Sikeston, Mo.
Albrecht, Anita E.....WSHB, Stillwater, Minn.
Alden, Ann.....WBAP-TV, Fort Worth, Texas
Alex, Susan.....KSAN, San Francisco, Cal.
Alexander, Jeanne.....WBT, Charlotte, N. C.
Alexander, Mildred.....WGH, Newport News, Va.
Allen, Anne.....KARK, Little Rock, Ark.
Allen, Ardith.....WDLB, Marshfield, Wis.
Allen, Barbara.....KVSM, San Mateo, Cal.
Allen, Barbara.....WCOS, Columbia, S. C.
Allen, Bettye.....WCMI, Ashland, Ky.
Allen, Carla.....KIUP, Durango, Colo.
Allen, Judie.....KLAS, Las Vegas, Nev.
Allen, Mona.....CFAR, Filn Flan, Man.
Allen, Roz.....WHEC, Rochester, N. Y.
Allison, Mayme.....KBON, Omaha, Neb.
Anderson, Alice M.....WTTH, Port Huron, Mich.
Anderson, Fran.....KXRA, Alexandria, Minn.
Anderson, Nancy L...WKOX, Framingham, Mass.
Anderson, Ruby.....WGN, Chicago, Ill.
Anne, Dorothy.....WJNC, Jacksonville, N. C.
Anno, Mary Jean.....WATW, Ashland, Wis.
Antennucci, Norma...WCPO-TV, Cincinnati, Ohio
Anthoney, Jo.....WBEL, Beloit, Wis.
Anthony, Nina.....CKWX, Vancouver, B. C.
Antonetti, Clara C.....WTSA, Brattleboro, Vt.
Apple, Marie.....KWCB, Searcy, Ark.
Arch, Shirley.....WHLD, Niagara Falls, N. Y.
Arden, Georgie.....WDAY, Fargo, N. D.
Arledge, Mabel.....KIVY, Crockett, Texas
Arlen, Margaret.....WCBS-TV, New York
Armand, Dorothy.....WCOV, Montgomery, Ala.
Arrington, Lucille L...KUOA, Siloam Springs, Ark.
Arseneault, Odette.....CKBL, Matane, Que.
Ashton, Ruth.....KNX, Los Angeles, Cal.
Ashwell, Mary.....CFPL, London, Ont.
Atkins, Carol.....WICC-TV, Bridgeport, Conn.
Atter, Virginia.....WMBR-TV, Jacksonville, Fla.
Ayer, Esther.....WMUR, Manchester, N. H.

— B —

Bacher, Jeanne.....KGST, Fresno, Calif.
Bahman, Alice.....WIZE, Springfield, O.
Baier, Grace.....WRAK, Williamsport, Pa.
Bailey, Cis.....KSJB, Jamestown, N. D.
Bailey, Mildred.....WLAW, Boston, Mass.
Bailey, Norma.....WROK, Rockford, Ill.
Baker, Barbara.....WTOD, Toledo, O.
Baker, Betty.....WHO, Des Moines, Iowa
Baker, Betty.....WPIX, New York
Baker, Evangeline..KGO-TV, San Francisco, Calif.
Baker, Mary V.....WSBC, Chicago, Ill.
Baldi, Diana.....WOV, New York
Baldwin, Bettie.....KMMO, Marshall, Mo.
Baldwin, Helen.....WNBF-TV, Binghamton, N. Y.
Ball, Jane Ellen.....WJAS, Pittsburgh, Pa.
Ballinger, Marilee.....KGRI, Henderson, Texas
Bammel, Jo.....WBCM, Bay City, Mich.
Bancroft, Barbara.....WMMB, Melbourne, Fla.
Barnes Dixie.....KAMQ, Amarillo, Tex.
Barnes, Dorothy.....WIOU, Kokomo, Indiana
Barnett, Marilyn.....WTIX, New Orleans, La.
Barth, Karen .....KEVT, Kerrville, Tex.
Barthell, Lois.....WHLN, Harlan, Ky.
Bartholomew, Grace.....CJAD, Montreal
Bartlett, Edna.....WELM, Elmira, N. Y.
Bartlett, Hughene.....WXRA, Buffalo, N. Y.
Barton, Betty.....WNBH, New Bedford, Mass.
Barton, Virginia.....WPIK, Alexandria, Va.
Basnight, Kay.....WCAV, Norfolk, Va.
Bates, Mercedes.....KNXT, Hollywood, Cal.
Baustian, Evelyn.....KROX, Crockston, Minn.
Bayne, Alice.....WIBC, Indianapolis, Ind.
Bayne, Barbara.....WLOL, Minneapolis, Minn.
Beachnau, Donna.....WFAI, Fayetteville, N. C.
Beal, Joy.....WUER, Dover, Ohio
Beatty, Arline.....WJJD, Chicago, Ill.
Beck, Margaret.....WKVA, Lewiston, Pa.
Beeley, Helen.....WORD, Spartanburg, S. C.
Begich, Cecilia.....WEVE, Eveleth, Minn.
Behan, Claire.....KLMR, Lamar, Colo.
Beitz, Blanche.....KIBE, Palo Alto, Cal.
Bejano, Pierra.....WGGG, Gainsville, Fla.
Belden, Virginia.....KCKY, Coolidge, Arizona
Bell, Alice.....WAGA-TV, Atlanta, Ga.
Bell, Muriel M.....WBOB, Galax, Va.
Bell, Peggy.....KFYO, Lubbock, Texas
Benell, Julie.....WFAA-TV, Dallas, Texas
Bennett, Margaret Anne..WESC, Greenville, S. C.
Benoit, Virginia.....KOPO, Tucson, Ariz.
Bentley, June.....WMAY, Springfield, Ill.
Bentz, Sylvia.....WVMI, Biloxi, Miss.
Berry, Deanne.....WLAD, Danbury, Conn.
Best, Laverne.....WTAX, Springfield, Ill.
Biddle, LaFawn.....KRBC, Abilene, Tex.
Biddle Mary.....WIP, Philadelphia, Pa.
Biddle, Ruth.....WOWL, Florence, Ala.
Biehl, Josephine.....KGU, Honolulu, Hawaii
Bieser, Shirley Anne.....WCNT, Centralia, Ill.
Binns, Barbara.....WVCG, Coral Gables, Fla.
Bishop, Diana.....CKEN, Kentville, N. S.
Bishop, Doris.....WCSS, Amsterdam, N. Y.
Blake, Julie.....WFEA, Manchester, N. H.
Blalock, Muriel E.....WASL, Annapolis, Md.
Bland, Mildred.....KLFY, Lafayette, La.
Bleck, Ruth.....WIMS, Michigan City, Ind.
Bliss, Alice.....WFOM, Marietta, Ga.
Bohlsen, Martha.....WOW-TV, Omaha, Neb.
Booth, Bett.....KLWN, Lawrence, Kansas
Bosse, Carolyn.....WEOA, Evansville, Ind.
Bost, Cecile R.....WNNC, Newton, N. C.
Bowers, Floye.....WISE, Asheville, N. C.
Bowman, Faye.....KBMX, Coalinga, Cal.
Boyer, Martha.....KCOW, Alliance, Neb.
Bradford, Ann...WLLH, Lowell-Lawrence, Mass.
Bradford, Corinne E....WPAL, Charleston, S. C.
Bradley, Ina.....WICC-TV, Bridgeport, Conn.
Bradley, Shirley.....KFMB-TV, San Diego, Cal.
Brady, Toni.....WABY, Albany, N. Y.
Brazeau, Henrietta....WPAW, Pawtucket, R. I.
Breeze, Ruth.....KNOE, Monroe, La.
Brennan, Libby.....WILK, Wilkes-Barre, Pa.
Brennan, Nora.....WRBL, Columbus, Ga.
Briggs, Ruth.....KENI, Anchorage, Alaska
Brooks, Dorothy.....WTAN, Clearwater, Fla.
Brooks, Helen.....WFBR, Baltimore, Md.
Brooks, Jane Masters....KBUR, Burlington, Iowa
Brooks, Martha.....WGY, Schenectady, N. Y.
Brophy, Margaret.....CKNX, Ontario

Broschee, Dean.....WTCO, Campbellsville, Ky.
Brown, Barbara.....WCHV, Charlottesville, Va.
Brown, Betty Jan.....WHHH, Warren, O.
Brown, Camille.....WSFA, Montgomery, Ala.
Brown, Gloria.....WNBK, Cleveland, O.
Brown, Liz.....KDAL, Duluth, Minn.
Brown, Mae.....WMAS, Springfield, Mass.
Browne, Olivia.....WMC, Memphis, Tenn.
Browning, Lillian.....WESB, Bradford, Pa.
Bruce, Fran.....KVCV, Redding, Cal.
Burbank, Vaunia.....KODY, North Platte, Neb.
Burchett, Lillian.....WNAC-TV, Boston, Mass.
Burg, Margaret.....WMNE, Menomonie, Wis.
Burns, Roberta.....KBOE, Oskaloosa, Iowa
Burr, Gwen W.....KSUE, Susanville, Cal.
Burt, Ellen T.....WIBX, Utica, N. Y.
Bush, Janet.....KGVL, Greenville, Texas
Bussanich, Dorothy...KTKN, Ketchikan, Alaska
Bussard, Adaline.....KTEL, Walla Walla, Wash.
Butler, Ann G.....WJMA, Orange, Va.
Butler, Gwenyth.....KBUN, Bemidji, Minn.
Butler, Jane.....WGBS, Miami, Fla.
Butler, Jane.....WJAT, Swainsboro, Ga.
Byron, Eva.....WALT, Tampa, Fla.
Byrne, Elizabeth.....WSKI, Montpelier, Vt.
Byrne, Maggi.....WNBK, Cleveland, O.

— C —

Cail, Gloria.....WOKO, Albany, N. Y.
Caldwell, Joan.....WLDS, Jacksonville, Ill.
Callahan, Ellen.....WWNC, Asheville, N. C.
Callaway, Carol.....KCSB, San Bernardino, Cal.
Cameron, Barbara.....WKRC, Cincinnati, Ohio
Cameron, Dianne.....WTTG, Washington, D. C.
Campbell, Lanthe.....WHKY, Hickory, N. C.
Campbell, Marienne B...WJEH, Gallipolis, Ohio
Campbell, Wanda.....WBOW, Terre Haute, Ind.
Candler, Barbara.....WQXI, Atlanta, Ga.
Cantrell, Jane.....KWAL, Wallace, Idaho
Capland, Letha Lee....KPAC, Port Arthur, Texas
Carlisle, Joyce.....KLVT, Levelland, Texas
Carlson, Mildred.....WBZ-TV, Boston, Mass.
Carr, Paula.....WMOA, Marietta, Ohio
Carroll, Elaine.....WKBN, Youngstown, Ohio
Carson, Mead.....KGMB, Honolulu, T. H.
Carson, Mead.....KHBC, Hilo, T. H.
Carter, Carol.....KSWO, Lawton, Okla.
Carter, Francis.....WAZL, Hazelton, Pa.
Carter, Helen.....WFEB, Sylacauga, Ala.
Carter, Lynn.....WJPA, Washington, Pa.
Carter, Sata Jo.....WGAF, Valdosta, Ga.
Cartwright, Christian....WCCM, Lawrence, Mass.
Casey, Wynne.....WJOY, Burlington, Vt.
Cass, Betty.....WIBA, Madison, Wis.
Cattell, Margaret.....WEIR, Weirton, W. Va.
Chamberlain, Alice.....KHON, Honolulu, T. H.
Champoux, Pierette.....CKVL, Verdun, Que.
Chancelloe, Betty.....KGKB, Tyler, Texas
Chandler, Mimi.....WVLK, Lexington, Ky.
Chantry, Ruth.....CHVC, Niagara Falls, Ont.
Chapman, Doris J.....KRXK, Rexburg, Idaho
Chase, Julie.....WTAG, Worcester, Mass.
Chase, Penny.....WAAM, Baltimore, Md.
Chatain, Mrs. Paul.....CHFA, Edmonton, Alta.
Cheatham, Mary R.....WFLO, Farmville, Va.
Cherry, Nada.....WKCT, Bowling Green, Ky.
Cherry, Opal.....WKAY, Glasgow, Ky.
Chesser, Faye.....KWED, Seguin, Tex.
Childs, Elain.....KJRL, Pocatello, Idaho
Chilton, Ruth.....WJMJ, Philadelphia, Pa.
Chorniuk, Pauline.....CKPR, Ft. William, Ont.
Clader, Lois.....WHOL, Allentown, Pa.
Clark, Beryl.....WSGW, Saginaw, Mich.
Clark, Connie.....KEXO, Grand Junction, Colo.
Clark, Faith.....WAVZ, New Haven, Conn.
Clark, Hilde.....KTUC, Tucson, Ariz.
Clark, K.....KBIO, Burley, Idaho
Clark, Lucille.....WTAR-TV, Norfolk, Va.
Clark, Pat.....KYMA, Yuma, Ariz.
Clarkson, Ida.....CJVI, Victoria, B. C.
Close, Vivian.....KALB, Alexandria, La.
Coats, Vivian.....WATH, Athens, Ohio
Coggins, Marcia.....WKDK, Newberry, S. C.
Colbert, Jean.....WTIC, Hartford, Conn.
Coleman, Dottie.....WCNX, Middletown, Conn.
Collins, Kay.....WIS, Columbia, S. C.
Condon, Nancy.....KFAB, Omaha, Neb.
Connelly, Jeanne.....WNEB, Worcester, Mass.
Connors, Dorsey.....WNBQ, Chicago, Ill.
Conroy, Elizabeth.....KRAI, Craig, Colo.
Cook, Irene.....KGER, Long Beach, Cal.
Cook, Tish.....KXGI, Fort Madison, Iowa
Cooke, Catherine.....WFTC, Kinston, N. C.
Cooke, Joyce.....KRIC, Beaumont, Tex.
Coon, Dorothy.....WSPD-TV, Toledo, Ohio
Cooney, Jo.....WFBG, Altoona, Pa.
Cooper, Mildred.....KCRT, Trinidad, Colo.
Copenhaver, Carley.....KWIL, Albany, Ore.
Cordwell, Brenda.....CFAC, Calgary, Alta.
Corman, Frantzel.....KWLK, Longview, Wash.
Costello, Beverly C...WGAY, Silver Springs, Md.
Cottle, Betty Jean..KSL-TV, Salt Lake City, Utah
Couch, Margie.....WCPM, Cumberland, Ky.
Coury, Roselle.....WCOU, Lewiston, Maine
Cox, Fan.....WMBG, Richmond, Va.
Craig, Helen.....CKFH, Toronto
Craig, Louise.....WSFC, Somerset, Ky.
Craig, Nancy.....WABC-TV, New York
Cramer, Alma.....WARD, Johnstown, Pa.
Crane, Ruth.....WMAL-TV, Washington, D. C.
Crawford, Nonnie.....WBUX, Doylestown, Pa.
Crowell, Frances.....WGIV, Charlotte, N. C.
Cudworth, Helen.....KFTM, Fort Morgan, Colo.
Colkin, Anne.....WSCR, Scranton, Pa.
Cummins, Ray....WMBL, Morehead City, N. C.
Curley, Gertrude.....WESB, Bradford, Pa.
Currier, Bernice.....KMA, Shenandoah, Iowa
Cutright, Peggy.....WRAY, Princeton, Ind.
Cry, Jacqueline.....CJEM, Edmunston, N. B.

— D —

Dale, Dorothy.....WBET, Brockton, Mass.
Dalton, Jane.....WSPA, Spartanburg, S. C.
Darden, Jane.....WPAD, Paducah, Ky.
Data, Marisha.....WSBC, Chicago, Ill.
Daugherty, Nancy.....WHOK, Lancaster, Ohio
Davis, Gary.....WMFR, High Point, N. C.
Davis, Helen.....KSLM, Salem, Ore.
Davis, Lillian.....WCOH, Newman, Ga.
Daye, Sunny.....WLOS, Asheville, N. C.
Dayton, Patricia.....KTMS, Santa Barbara, Cal.
Dean, Doris.....WBTM, Danville, Va.
Deane, Martha.....WOR, New York, N. Y.
De Garay, Lydia.....KCOR, San Antonio, Tex.
Delaney, Ursula.....CJNT, Quebec
Delgado, Paulita.....WMIA, Caguas, P. R.
Deloye, Delores.....CJKL, Kirkland Lake, Ont.
Dennis, Mimi.....WAPI, Birmingham, Ala.
Des Rameaux, Rejeanne.....CKAC, Montreal
DeShazo, Catherine P.....WNNT, Warsaw, Va.
DeTamayo, Bertha.....WAEL, Mayaguez, P. R.
Dettinger, Alma.....WQXR, New York
Devaney, Maxine.....WMBH, Poplin, Mo.
De Vivier, Jeanne.....KFBK, Sacramento, Cal.
Devlin, Marion.....KVON, Napa, Cal.
Dibble, Judith.....WREB, Holyoke, Mass.
Debney, Dora.....CFCN, Calgary, Alta.
Dickens, Betty.....WIOD, Miami, Fla.
Diekman, Jane Ann.....WPTR, Albany, N. Y.
Di Fant, Mary.....KMOD, Modesto, Cal.
Dikeman, Elizabety.....KTUL, Tulsa, Okla.
Dillon, Alberta.....WFOY, St. Augustine, Fla.
Dixon, Mo.....KNPT, Newport, Ore.
Dixon, Nancy.....KTTV, Los Angeles, Cal.
Donahue, Ruth C.....WLOF, Orlando, Fla.
Donald, Elaine.....WESA, Charleroi, Pa.
Donohue, Beulah.....WTMJ-TV, Milwaukee, Wis.
Donovan, Bea.....KING-TV Seattle, Wash.
Donovan, Joyce.....WTRY, Troy, N. Y.
Dooley, Dorothy.....KFDX, Wichita Falls, Tex.
Doran, Jeanne.....WMRO, Aurora, Ill
Dow, Marjorie.....WTWN, St. Johnsbury, Vt.
Dowst, Kay.....WDAE, Tampa, Fla.
Drewsen, Dorothy...WHMP, Northampton, Mass.
Drooz, Elaine.....WROW, Albany, N. Y.
Duewall, Doris.....WTVH, Peoria, Ill.
Dugas, "Tippy".....KCIL, Houma, La
Duhamel, Madeleine.....CKCH, Hull, Que
Duke, Ann.....WDBL, Springfield, Tenn
Du Mond, Irene.....KXEL, Waterloo, Iowa

Dunn, Jo.....WTRF, Bellaire, Ohio
Duvall, Carol....WOOD-TV, Grand Rapids, Mich.

— E —

Earin, Barbara.....KVNI, Coeur D'Alene, Idaho
Easton, Sally.....WBIS, Bristol, Tenn.
Easton, Marguerite M.....WJMX, Florence, S. C.
Ebling, Deann.....KBUH, Brigham City, Utah
Edgar, June.....KALE, Richland, Wash.
Edrington, Ann.....KOSE, Osceola, Ark.
Edwards, Lou Don.....KNEM, Nevada, Mo.
Edwards, Ruby.....WHAT, Philadelphia, Pa.
Edwards, Sue.....WPLH, Huntingdon, W. Va.
Eilerman, Carmen G.....WZIP, Covington, Ky.
Eldon, Polly.....WSTP, Salisbury, N. C.
Elk, Carol.....KCLS, Flagstaff, Ariz.
Ellen, Kaytee.....KTLN, Denver, Colo.
Ellis, Caroline.....KFRM, Kansas City, Mo.
Ellis, Connie.....WENY, Elmira, N. Y.
Emerson, Faye.....WNBC, New York
Engel, Rita.....KIJV, Huron, S. D.
Enno, Ruby.....CKRD, Red Deer, Alta.
Erdman, Dona.....WTKM, Hartford, Wis.
Erickson, Cathy.....WJOC, Jamestown, N. Y.
Esgate, Leslie.....WRAD, Radford, Va.
Eubanks, Velma.....WMUU, Greenville, S. C.
Evans, Christine.....WHDH, Boston, Mass.
Evans, Stacey.....WWCA, Gary, Ind.
Everetts, Helen.....CFJR, Brockville, Ont.

— F —

Fakosh, Marilyn.....WBPZ, Lock Haven, Pa.
Falk, Florence.....KMA, Shenandoah, Iowa
Farmer, Helen.....WMAZ, Macon, Ga.
Faughn, Helen.....WMOK, Metropolis, Ill.
Faulk, Polly.....WCKB, Dunn, N. C.
Faye, Dorothy.....WDAF, Kansas City, Mo.
Fentress, Nancy.....WLOW, Norfolk, Va.
Fields, Geraldine.....WAYX, Waycross, Ga.
Fillingham, Joan.....KANS, Wichita, Kans.
Fincher, Shorty.....WCMB, Harrisburg, Pa.
Fine, Esther.....WEVD, New York
Finks, Fran.....WKTM, Mayfield, Ky.
Fiora, Catherine.....WCUM, Cumberland, Md.
Fisher, Alice E.....KBIZ, Ottumwa, Iowa
Fitch, Marcie.....KGLN, Colorado Springs, Colo.
Fitzgerald, Pegeen.....WABC-TV, New York
Flanders, Dorothy.....KIMO, Independence, Mo.
Fletcher, Louise.....WSOK, Nashville, Tenn.
Fletcher, Marian.....WLOK, Lima, Ohio
Flohr, Mildred.....KYSM, Mankato, Minn.
Flournoy, Rose.....WRBL, Columbus, Ga.
Floyd, Marguerite L.....WGUY, Bangor, Maine
Foley, Barbara.....WVKO, Columbus, Ohio
Foley, Bernie.....WCPO-TV, Cincinnati, Ohio
Forester, Bobbie.....KXLR, Little Rock, Ark.
Forester, Dot.....WRLD, West Point, Ga.
Foret, Betty.....KVOL, Lafayette, La.
Forgue, Sonia.....WLAM, Lewiston, Maine
Foster, Fran.....WHKK, Akron, O.
Fountain, Jean.....WMFD, Wilmington, N. C.
Fouts, Nell V.....WTNC, Thomasville, N. C.
Frank, Norida.....WOC-TV, Davenport, Iowa
Frazer, Darleen.....WHUN, Huntingdon, Pa.
Frederick, Joy.....WTRW, Two Rivers, Wis.
Frederick, Pauline.....WABC, New York
Freeland, Mildred.....WMID, Atlantic City, N. J.
French, Maxine.....WHPE, High Point, N. C.
Friberg, Alice F.....WCYB, Bristol, Va.
Friend, Dorothy.....KOTV, Tulsa, Okla.
Frowe, Maidie.....CKPC, Brantford, Ont.
Funnell, Mildred.....WTAM, Cleveland, Ohio
Fryar, Jan.....WLIO, E. Liverpool, Ohio

— G —

Gabrial, Nel.....WBMS, Boston, Mass.
Gaffney, Pauline.....WHEC, Rochester, N. Y.
Gaines, Mitzi.....WLET, Toccoa, Ga.
Gale, Marion.....WWHG, Hornell, N. Y.
Galvin, Grace.....WBRY, Waterbury, Conn.
Gamron, Kay.....KPHO, Phoenix, Ariz.
Gannaway, Jean.....WWOD, Lynchburg, Va.
Gantner, Evelyn.....KICA, Clovis, N. M.
Gardiner, Dorothy.....KTLA, Los Angeles, Cal.
Gardiner, Evelyn.....KDKA, Pittsburgh, Pa.
Gathe, Louise.....KFQD, Anchorage, Alaska
Geis, Joanne.....WCNB, Connersville, Ind.
George, Lynn.....WPAZ, Pottstown, Pa.
Gerken, Frances Jean.....KBNZ, La Junta, Colo.
Ghodes, Louise.....WSAU, Wausau, Wis.
Gibbs, Mavis.....WTVR, Richmond, Va.
Gibson, Jane.....KQV, Pittsburgh, Pa.
Gibson, Martha.....WJOI, Florence, Ala.
Gilchrist, Norma.....KNBH, Hollywood, Cal.
Godofsky, M. N.....WHLI, Hempstead, N. Y.
Goodman, Ruth.....WTOC, Savannah, Ga.
Gordon, Marian A.....WPRC, Lincoln, Ill.
Gosar, Donna.....KOVO, Provo, Utah
Gotfried, Delores.....KOCO, Salem, Ore.
Gottleib, Ruth.....WMSC, Columbia, S. C.
Gould, Joan.....KYOS, Merced, Cal.
Gowan Larlyne P.....WDXI, Jackson, Tenn.
Graham, Lucille.....WNXT, Portsmouth, Ohio
Graham, Peg.....KDIX, Dickson, N. D.
Grange, Alice.....KGOS, Torrington, Wyo.
Gray, Jane.....CHML, Hamilton, Ont.
Gray, Kitty.....WBOC, Salisbury, Md.
Green, Halene.....WMIK, Middleboro, Ky.
Greene, June K.....WHAI, Greenfield, Mass.
Greer, Lois.....KVMA, Magnolia, Ark.
Gregg, Mary.....KAFY, Bakersfield, Cal.
Griem, Breta.....WTMJ-TV, Milwaukee, Wis.
Griffin, Catherine.....WJVA, South Bend, Ind.
Griffin, Helen.....WLBJ, Bowling Green, Ky.
Griffith, Marjorie.....WRTA, Altoona, Pa.
Grim, Lee.....KOME, Tulsa, Okla.
Grover, Gertrude.....WHCU, Ithaca, N. Y.
Gunning, Elizabeth.....WJAR, Providence, R. I.
Guy, Corris.....KTLA, Los Angeles, Cal.

— H —

Haas, Rose Marie.....KAGH, Crossett, Ark.
Haden, Evelyn.....WKWK, Wheeling, W. Va.
Hadley, Cis.....KCJB, Minot, N. D.
Haeberle, Arle.....WCCO-TV, Minneapolis, Minn.
Hagan, Frances.....KIND, Independence, Kans.
Haines, Joan.....KGVO, Missoula, Mont.
Haines, Mary.....WCAM, Camden, N. J.
Hall, Connie.....WFPM, Fort Valley, Ga.
Hall, Dorothy.....WFAA, Dallas, Tex.
Hall, Harriett.....WBSM, New Bedford, Mass.
Hall, Jean Hayes.....KENO, Las Vegas, Nev.
Halpin, Josephine.....WINS, New York
Hambright, Jo.....WFGN, Gaffney, S. C.
Hammersley, Evadna.....KOA, Denver, Colo.
Hamilton, Berta.....WTYS, Marionna, Fla.
Hamilton, Jean.....KTOW, Oklahoma City, Okla.
Hammill, Dot.....WETB, Johnson City, Tenn.
Hamscomb, Olga.....WFLA, Tampa, Fla.
Hanlon, Pat.....CKOK, Penticton, B. C.
Hensen, Edith.....KMA, Shenandoah, Iowa
Hanson, Eleanor.....WHK, Cleveland, O.
Hanson, Flo.....KFRE, Fresno, Cal.
Hanzel, Betty.....WBBW, Youngstown, O.
Hardaway, June.....WGBA, Columbus, Ga.
Harmon, J. Marion, Sr.....WTRR, Sanford, Fla.
Harper, Mary E.....WEBQ, Harrisburg, Ill.
Harris, Charmin.....KALG, Alamogordo, N. M.
Harris, Dorothy.....WROX, Clarksdale, Miss.
Harris, Dottie.....WSAV, Savannah, Ga.
Harris, Fran.....WWJ, Detroit, Mich.
Harris, Francis Kay.....KGBC, Galveston, Texas
Harris, Joan.....KSTA, Coleman, Texas
Hart, Elizabeth.....WMAQ, Chicago, Ill.
Hart, Helen.....WHVR, Hanover, Pa.
Hart, Jane.....WFKY, Frankfort, Ky.
Hart, Jean.....WSTR, Sturgis, Mich.
Hart, Joan.....WICA, Ashtabula, O.
Hartman, Hazel.....WFPG, Atlantic City, N. J.
Harvey, Helen.....WCOL, Columbus, O.
Harvey, Mary.....WGEM, Quincy, Ill.
Hatchett, Betty.....KWKC, Abilene, Tex.
Hausler, Barbara A.....KCTI, Gonzales, Tex.
Hayes, Ann.....KCMO, Joplin, Mo.
Hayes, Bette.....WDAF-TV, Kansas City, Mo.
Hayes, Fern.....KVAN, Vancouver, Wash.

Hayes, Martha.....WIVY, Jacksonville, Fla.
Hays, May B.....WICC, Bridgeport, Conn.
Hayward, Joyce.....WGAC, Augusta, Ga.
Hazard, Aline.....WNA, Madison, Wis.
Healy, Mrs. Tim.....KIXL, Dallas, Texas
Heath, Felicity.....CBG, Gander, Newf.
Heath, Nancy.....CHUB, Nanaimo, B. C.
Heckman, Nan.....WEEU, Reading, Pa.
Heitger, Abbie.....WBIW, Bedford, Ind.
Hemberger, Lou.....KFAM, St. Cloud, Minn.
Henderson, Doris.....KICK, Springfield, Mo.
Henderson, Eve.....CFRN, Edmonton, Alta.
Henderson, Freddye.....WERD, Atlanta, Ga.
Henderson, Louise.....WSNJ, Bridgeton, N. J.
Henderson, Margaret...WGSV, Guntersville, Ala.
Hendrieg, Peg.....KBUC, Corona, Cal.
Hendryks, Jan.....WANE, Ft. Wayne, Ind.
Henry, Eileen.....CJFX, Antigonish, N. S.
Henry, Ellen.....KDLR, Devils Lake, N. D.
Hepburn, Helen.....WKBZ, Muskegon, Mich.
Herbst, Edna A.....KCRG, Cedar Rapids, Iowa
Herrick, Lee.....WSIV, Pekin, Ill.
Hersh, Gladys.....WKAP, Allentown, Pa.
Hiatt, Alma.....WSYD, Mt. Airy, N. C.
Hicks, Fran.....WIEL, Elizabethtown, Ky.
Hightower, Jill.....WOAP, Owosso, Mich.
Hightower, Marie.....WLBB, Carrollton, Ga.
Hines, Marvalice.....KIMA, Yakima, Wash.
Hines, Ruth Ann.....KBMY, Billings, Mont.
Hobson, Marie.....WJEJ, Hagerstown, Md.
Hoffman, Helen Ruth.....KYAK, Yakima, Wash.
Holden, Ann.....KGO, San Francisco, Cal.
Holgage, Helen.....KSDN, Aberdeen, S. Dak.
Holmes, Alma.....KFLD, Flavdada, Tex.
Holmgren, Lois R.....**WJPD, Ishpeming, Mich.**
Hope, Helen.....WHYN, Holyoke, Mass.
Horen, Barbara.....KFGO, Fargo, N. D.
Horsfall, Dorothy.....WPDQ, Jacksonville, Fla.
Horstman, Betty Ann.....WLW-D, Dayton, O.
Horton, Marie.....KELO, Sioux Falls, S. D.
Horvet, June.....KGHF, Pueblo, Colo.
Hotton, Esther.....WTMJ, Milwaukee, Wis.
Houghlum, Mimi.....KUGN, Eugene, Ore.
House, Betty.....KYCA, Prescott, Ariz.
Houston, Katie.....KTHT, Houston, Texas
Howard, Nancy.....KMUS, Muskogee, Okla.
Howard, Peg.....WTOL, Toledo, Ohio
Howe, C.....KMAM, Manhattan, Kan.
Hubbard, Kay.....KHUB, Watsonville, Cal.
Huffman, Helen M.....WAYB, Waynesboro, Va.
Huie, Mildred.....WALB, Albany, Ga.
Hulick, Helen.....WTNT, Tallahassee, Fla.
Hull, Martha.....KCID, Caldwell, Idaho
Hunt, Jean.....KRES, St. Joseph, Mo.
Hunter, Beth.....CJOY, Guelph, Ont.
Hurlburt, Mimi.....WATR, Waterbury, Conn.
Huse, Polly.....WBZ-TV, Boston, Mass.
Hutch, Nita.....WTVN, Columbus, Ohio
Hutchins, Minnabelle.....WPTW, Piqua, Ohio
Hutchinson, Elaine....WVVW, Fairmont, W. Va.
Hydrick, Betty.....WRNO, Orangeburg, S. C.
Hylland, Miriam.....KLIZ, Brainerd, Minn.

— I —

Isaac, Rose.....WJMS, Ironwood, Mich.

— J —

Jabenis, Elaine.....WOW, Omaha, Neb.
Jameison, Marjorie....CJDC, Dawson Creek, B. C.
James, Carolyn.....KCSU, Provo, Utah
James, Virginia.....WCKY, Cincinnati, Ohio
Jaman, Frances.....WDNC, Durham, N. C.
Jennings, Helen Maccy...WLCS, Baton Rouge, La.
Jewel, Izetta.....KCBQ, San Diego, Cal.
Jo, Peggy.....KGDE, Fergus Falls, Minn.
John, Alma.....WWRL, New York
Johnson, Bea.....KFRM, Kansas City, Mo.
Johnson, Gerry.....KRLD-TV, Dallas, Texas
Johnson, Gwen.....KROS, Clinton, Iowa
Johnson, Sibyl...WKY-TV, Oklahoma City, Okla.
Jones, Gwen.....WGSM, Huntington, N. Y.
Jones, Pauline.....KMJ, Fresno, Cal.
Jones, Sallye.....KRGV, Westaco, Tex.
Jones, Shirley.....WDSG, Dyersburg, Tenn.
Junkins, Rita.....WABM, Houlton, Maine
Jurgenson, Johnette.....KOBK, Owatonna, Minn.

— K —

Kay, Frances.....WEAS, Atlanta-Decatur, Ga.
Kay, Kathryn.....KVOA, Tuscon, Ariz.
Kay, Lorraine.....WRNJ, Racine, Wis.
Kaye, Barbara.....WKRG, Mobile, Ala.
Kaye, Susan.....WRGB, Schenectady, N. Y.
Keane, Leontine R.....WJLB, Detroit, Mich.
Keaton, Verona.....KBKW, Aberdeen, Wash.
Kelly, Elly.....WRFW, Eau Claire, Wis.
Kelly, Lois.....KGHL, Billings, Mont.
Kendall, Marge.....KXLE, Ellensburg, Wash.
Kennedy, Kim.....WJIM, Lansing, Mich.
Kenney, Pat.....CKOY, Ottawa, Ont.
Kerr, Paula.....WIRE, Indianapolis, Ind.
Kercheval, Mary.....WSAZ, Huntington, W. Va.
Key, Barbara.....KWSH, Wewoka, Okla.
Kibbee, Lois.....KROD, El Paso, Texas
Kidd, Pat.....WMOK, Metropolis, Ill.
Kieckafer, Anne.....WBKV, West Bend, Wis.
Kimball, Elizabeth....WHAY, New Britain, Conn.
Kimball, Helen.....KIRO, Seattle, Wash.
Kimbrough, Emily.....WCBS, New York, N. Y.
King, Carol.....WCAX, Burlington, Vt.
King, Ethel Jane.....KFH, Wichita, Kan.
King, Una.....WTHT, Hartford, Conn.
Kirby, Bea.....WTTM, Trenton, N. J.
Kirk, Dorothy Ann.....KILO, Grand Forks, N. D.
Kitchel, Donna.....WKBV, Richmond, Ind.
Klake, Lillian.....WLDY, Ladysmith, Wis.
Knauss, Margaret.....WTVB, Coldwater, Mich.
Knight, Lee.....WSPD, Toledo, Ohio
Knight, Nancy.....WCHV, Charlottesville, Va.
Knights, Kay.....CKDA, Victoria, B. C.
Kobak, Joyce.....WTWA, Thomson, Ga.
Kopriver, Terry.....WWGP, Sanford, N. C.
Kovar, Anne.....WMBS, Uniontown, Pa.
Krechlow, Jean.....WBIZ, Eau Claire, Wis.
Krehbiel, Lois R.....WCBC, Anderson, Ind.
Krimm, Joan.....WLYC, Williamsport, Pa.
Kroll, Bonnie.....WJMR, New Orleans, La.
Kurtz, Mary Ellen.....WLBR, Lebanon, Pa.
Kyle, Peggy.....WELS, Kinston, N. C.

— L —

Labbitt, Myrtle.....CKLW, Detroit, Mich.
Lachance, Madeleine.....CKCV, Quebec
Lackey, Bonnie B.....WHOP, Hopkinsville, Ky.
Lake, Katie.....KFJI, Klamath Falls, Ore.
Lake, Kit.....WALK, Patchogue, N. Y.
Lake, Nancy.....WLEC, Sandusky, O.
Lane, Abbie.....CJCH, Halifax, N. S.
Lane, Barbara.....WISC, Madison, Wis.
Lane, Laura.....WMRY, New Orleans, La.
Lane, Martha.....KXOK, St. Louis, Mo.
Lapp, Mae.....KCOY, Santa Maria, Cal.
LaRoy, Rita.....KTTV, Los Angeles, Cal.
Larsen, Shirley.....KISD, Sioux Falls, S. Dak.
Larson, Ruth.....KIYI, Shelby, Mont.
Latham, Iris.....WTNS, Coshocton, O.
Lauderdale, Pat.....WLOU, Louisville, Ky.
Laurence, Dorothy.....WICU, Erie, Pa.
Lauritzen, Laurie.....KGON, Portland, Ore.
Lavitan, Gladys.....WAYS, Charlotte, N. C.
Lawske, Eleanor.....KFNF, Shenandoah, Iowa
Lee, Alice.....WTTV, Bloomington, Ind.
Lee, Ann.....WGFG, Kalamazoo, Mich.
Lee, Elinor.....WTOP, Washington, D. C.
Lee, Gretchen.....WOOD, Grand Rapids, Mich.
Lee, Jane.....KSFO, San Francisco, Cal.
Lee, Jeanette.....WFBM-TV, Indianapolis, Ind.
Lee, June.....KFXJ, Grand Junction, Colo.
Lee, Mary.....KSOX, Harlington, Tex.
Lee, Nora Lou.....KFPW, Fort Smith, Ark.
LeGrand, Gladys.....KHBG, Okmulgee, Okla.
Lemma, Joyce.....KBWD, Brownwood, Texas
Leonard, Beth.....KING-TV, Seattle, Wash.
Leslie, Ann.....WISN, Milwaukee, Wis.
Lewis, Wilma.....KAVL, Lancaster, Cal.
Ley, Martha.....WHOM, New York

Lightfoot, Pat.....KDAS, Malvern, Ark.
Lindaman, Jeanne M.....WVAM, Altoona, Pa.
Lindenborg, Jane.....KTUR, Turlock, Cal.
Lindley, Dorothy.....KSIB, Creston, Iowa
Lindsay, Elizabeth.....KVOP, Plainview, Tex.
Little, Sue.....KVER, Albuquerque, N. M.
Lockwood, Lyn.....WINZ, Miami, Fla.
Lockwood, Lynn.....WKAT, Miami Beach, Fla.
Loesch, Rita.....WLRP, New Albany, Ind.
Lombadi, Angela.....WEAM, Arlington, Va.
Long, Mary W.....WFMD, Frederick, Md.
Lou, Anita.....WASA, Havre de Grace, Md.
Love, Ailene.....WRLD, Lanett, Ala.
Lowe, Kay.....WKLO, Louisville, Ky.
Ludlum, Lillian.....WLCR, Torrington, Conn.
Luedke, Florence.....WMBD, Peoria, Ill.
Lull, Lucia.....WHBS, Huntsville, Ala.
Lynn, Kathryn.....KFAL, Fulton, Mo.
Lynn, Melda.....WGRO, Bay City, Mich.
Lyon, Sandra.....WCSC, Charleston, S. C.

— Mc —

McAllister, Ruth.....KRPL, Moscow, Idaho
McBride, Alys Mae.....WHLB, Virginia, Minn.
McBride, Maureen.....WBBZ, Ponca City, Okla.
McCall, Bettie.....WCAO, Baltimore, Md.
McCartney, Maida H.....KOJM, Havre, Mont.
McCloy, Ruth.....KOMO, Seattle, Wash.
McCollum, Audrey.....KWAT, Watertown, S. D.
McCormick, Dorothy.....WSON, Henderson, Ky.
McCormick, Marie....WKIP, Poughkeepsie, N. Y.
McCoy, Rita.....WMRF, Lewiston, Pa.
McCraney, Betty.....WGAF, Valdosta, Ga.
McCrary, Jinx Falkenburg.....WNBT, New York
McCarthy, Josephine.....WNBT, New York
McDonell, Margaret.....KOSA, Odessa, Tex.
McDonald, Mary.....WGL, Fort Wayne, Ind.
McDonnell, Margaret.....KOSA, Odessa, Tex.
McFarland, Dorothy....KCHA, Charles City, Iowa
McGavren, Marge.....KWBE, Beatrice, Neb.
McGahan, Mary.....KWRN, Reno, Nev.
McGeary, Ruth.....WPAR, Parkersburg, W. Va.
McIntyre, Susie.....WBTV, Charlotte, N. C.
McKay, Anne.....WGAF, Valdosta, Ga.
McKay, Muriel.....CJON, St. John's, Newf.
McKeegan, Margaret.....WOI-TV, Ames, Iowa
McKinnie, Peggie.....WTJS, Jackson, Tenn.
McKittrick, Dorothy.....WEIM, Fitchburg, Mass.
McMillan, Mary Sue.....WILD, Birmingham, Ala.
McNeeley, Beth.....WTSP, St. Petersburg, Fla.
McNeil, Ida A.....KGFX, Pierre, S. D.
McNellis, Maggi.....WABC, New York
McNutt, Long.....KTSW, Emporia, Kan.
McShane, Lucille.....KSRV, Ontario, Ore.

— M —

MacDonald, Elaine.....CHOK, Savnia, Int.
Macdonald, Mildred.....CHAB, Moosejaw, Sask.
Mack, Mary.....WMFS, Chattanooga, Tenn.
Maddox, Marilow.....WJPS, Evansville, Ind.
Magglebee, Ruth.....WNAC-TV, Boston, Mass.
Magno, Nina.....WADC, Akron, O.
Mahoney, Esther.....WSFA, Montgomery, Ala.
Mahoney, Mildred.....WJLS, Beckley, W. Va.
Malicord, "Boo".....WHOO, Orlando, Fla.
Malmgren, Loys...WNHC-TV, New Haven, Conn.
Mann, Margaret.....KDIX, Dickinson, N. D.
Manners, Martha.....WKTV, Utica, N. Y.
Manning, Mary.....WLAC, Nashville, Tenn.
Mar, Ann.....WMAR-TV, Baltimore, Md.
Mariner, Marjorie...WFMJ-TV, Youngstown, Ohio
Market, Hazel.....WWDC, Washington, D. C.
Marsh, Jan.....WCRB, Waltham, Mass.
Marshall, Mary Louise..WOC-TV, Davenport, Iowa
Martin, Evelyn, H.....WWYO, Pineville, W. Va.
Martin, Jean.....KEEN, San Jose, Cal.
Martin, Josephine.....KFRC, San Francisco, Cal.
Martin, Juanita.....KVEC, San Luis Obispo, Cal.
Martin, Mary Anne.....WRFC, Athens, Ga.
Martin, Rosemary.....WNOP, Newport, Ky.
Mason, Ella.....WABD, New York
Mason, Mary.....WJVB, Jacksonville, Fla.
Mason, Ruth.....WREB, Holyoke, Mass.
Masters, Margaret..KSL-TV, Salt Lake City, Utah
Matthews, Margaret...WNBW, Washington, D. C.
Matthews, Rita.....KWHW, Altus, Okla.
Mattingly, Phyllis.....KCOL, Fort Collins, Colo.
May, Catherine.....KIT, Yakima, Wash.
Maxwell, Bette.....WLAP, Lexington, Ky.
Mead, Dottie.....WSPB, Sarasota, Fla.
Mellen, Kate.....WOW-TV, Omaha, Neb.
Melrose, Edythe Fern...WXYZ-TV, Detroit, Mich.
Meyer, Mary Lee.....WJPG, Green Bay, Wis.
Meyners, Delia Q. Arnaldo..WAPA, San Juan, P.R.
Michaels, Gloria.....WHLM, Bloomsburg, Pa.
Mickleu, Lillian.....WHGB, Harrisburg, Pa.
Middleton, Kay.....WGN-TV, Chicago, Ill.
Miles, Bonnie.....KRLW, Walnut Ridge, Ark.
Miller, Claire.....KOEL, Oelwein, Iowa
Miller, Dottie.....WBBQ, Augusta, Ga.
Miller, Elwanda.....WTCO, Campbellsville, Ky.
Miller, Meta.....WNOK, Columbia, S. C.
Miller, Mildred.....WBEN-TV, Buffalo, N. Y.
Miller, Phoebe.....WORZ, Orlando, Fla.
Mills, Sarah Beth.....WERH, Hamilton, Ala.
Minnick, Stella.....WDAR, Savannah, Ga.
Mitchell, Courtney.....WICE, Providence, R. I.
Mitchell, Hazel.....WWGS, Tifton, Ga.
Mick, Doris.....WMSL, Decatur, Ala.
Moon, Virginia.....KTRM, Beaumont, Texas
Moore, Eleanor.....WSBT, South Bend, Ind.
Moore, Mary.....WLTV, Atlanta, Ga.
Morehead, Jean.....WTAR-TV, Norfolk, Va.
Morgan, Ann.....KUKI, Ukiah, Cal.
Morgan, Louise.....WNAC-TV, Boston, Mass.
Morgan, Marion.....CKLB, Oshawa, Ontario
Morgan, Mary.....CKLW, Detroit, Mich.
Morgan, Mary F.....WDSA, New Orleans, La.
Morin, Jacqueline....CHLN, Trois-Riveres, Quebec
Morris, Helen.....WONS, Hartford, Conn.
Morris, Louise.....WDAK, Columbus, Ga.
Morsch, Fern.....KOVC, Valley City, N. D.
Morse, Molly.....KFMB, San Diego, Cal.
Mosier, Sue.....KFKA, Greeley, Colo.
Mossman, Sally.....WMCK, McKeesport, Pa.
Motha, Lillane.....CJSO, Sorel, Quebec
Mugglebee, Ruth.....WNAC, Boston, Mass.
Mulluin, Esther.....WGAR, Cleveland, Ohio
Mulvey, Maxine.....KLZ, Denver, Col.
Murray, Jean.....WRDO, Augusta, Maine
Muske, Joy.....KVKM, Monahans, Tex.

— N —

Nachman, Susanne.....KWRE, Warrenton, Mo.
Narel, Dorothy, A.....WKNY, Kingston, N. Y.
Negri, Eleanor.....WPDX, Clarksburg, W. Va.
Neilson, Shirley.....WHWB, Rutland, Vt.
Nekuda, Lydia.....KFOR, Lincoln, Neb.
Nelson, Irene B.....WLIP, Kenosha, Wis.
Nelson, Lorell.....WCLT, Newark, Ohio
Neville, Helen.....WKBW, Buffalo, N. Y.
Newman, Ida.....WJDA, Quincy, Mass.
Nichols, Mary.....WHO, Des Moines, Iowa
Nicholson, Barbara.....WCTA, Andalusia, Ala.
Nolting, Gladys.....WCSI, Columbus, Ind.
Noreen, Ann.....WJAG, Norfolk, Neb.
Norman, Kay.....KNEA, Jonesboro, Ark.
Norman, Nancy.....WDZ, Decatur, Ill.
Norris, Betty Sue.....WATA, Boone, N. C.
Norris, Maxine.....KELY, Ely, Nev.
North, Nora.....CFOR, Orillia, Ont.
Notari, S.....WEDC, Chicago, Ill.

— O —

Oberto, Betty.....WLPO, La Salle, Ill.
O'Connor, Ruth E.....WCFB, Dunkirk, N. Y.
O'Day, Billie.....WIOD, Miami, Fla.
O'Neill, Jean.....WCUE, Akron, Ohio
O'Neill, Kay.....CBW, Winnipeg
Oppenheimer, Kitty.....KTIM, San Rafael, Cal.
Orr, Ethel.....WKGN, Knoxville, Tenn.
Osgood, Nancy.....WNBW, Washington, D. C.
Overton, Helen.....WHBQ, Memphis, Tenn.
Owens, LaNora.....KECK, Odessa, Tex.
Owen, R. A.....WBLT, Bedford, Va.

— P —

Padfield, Mary Beth.....KBOL, Boulder, Colo.
Page, Patricia.....WTTM, Trenton, N. J.
Paige, Wendy.....CHUM, Toronto, Ont.
Panages, Alicia.....WCSH, Portland, Maine
Parker, Priscilla.....WHUM-TV, Reading, Pa.
Parks, Connie.....WICC, Bridgeport, Conn.
Parris, Helen.....WAGA-TV, Atlanta, Ga.
Parrish, Helen.....WKLF, Clanton, Ala.
Parry, Betty.....WXKW, Albany, N. Y.
Parsons, Constance.....KINY, Juneau, Alaska
Parter, Clarine.....WCOA, Pensacola, Fla.
Pattee, Betty.....WKNB-TV, New Britain, Conn.
Patterson, Engleberk...WCRK, Morristown, Tenn.
Patterson, Mitzi.....KMUR, Murray, Utah
Patton, Inez.....KCNY, San Marcos, Texas
Patton, Rae.....KRAM, Las Vegas, Nev.
Pearce, Dorothy.....KBOX, Modesto, Cal.
Pedlow, Marion.....WPWA, Chester, Pa.
Penland, Nell Bates.....WACL, Waycross, Ga.
Person, Violet.....WMTC, Vancleve, Ky.
Perrault, Della.....KPKW, Pasco, Wash.
Peterson, Kitty Martin.....WVOP, Vidalia, Ga.
Pfeiffer, Mary Lou.....WRFO, Worthington, O.
Pfisterer, Anita.....KRAL, Rawlins, Wyo.
Phair, Jean.....WBNS-TV, Columbus, O.
Phillip, Lee.....WBKB-TV, Chicago, Ill.
Phillippi, Mary Jane.....KGPH, Flagstaff, Ariz.
Pickering, Helen.....WHJC, Matewan, W. Va.
Pierce, Jackie.....WTVJ, Miami, Fla.
Pierson, Rama.....WSTR, Sturgis, Mich.
Plank, Laura.....KASH, Eugene, Ore.
Plunkett, Olive.....WZOB, Fort Payne, Ala.
Poindexter, Ella K.....WHLF, South Boston, Va.
Poneroy, Priscilla.....WHUM, Reading, Pa.
Popham, Virginia F.....KTLW, Texas City, Tex.
Porter, Jane.....WGAN, Portland, Maine
Porter, Jeanne.....WELI, New Haven, Conn.
Pressley, Peggy.....WGBF, Evansville, Ind.
Presnall, Jan.....KJAN, Atlantic, Iowa
Price, Marjorie.....WILM, Wilmington, Delaware
Powers, Louise.....WNJR, Newark, N. J.
Preiser, Margaret.....WWNR, Beckley, W. Va.
Prescott, Mary.....WJIG, Tullahoma, Tenn.
Pressly, Harriet.....WPTF, Raleigh, N. C.
Priess, Shirley.....KOLO, Reno, Nev.
Pritchard, Joan.....CKOC, Hamilton, Ont.
Pruett, Rogna Jane.....KLTI, Longview, Tex.
Pulliam, Billie.....KPDN, Pampa, Tex.
Purcell, Joan.....WCLI, Corning, N. Y.
Putnum, Helen.....KSRO, Santa Rosa, Cal.

— R —

Rafuse, Norma.....CKBW, Bridgewater, N. S.
Ramey, Wanda.....KROW, Oakland, Cal.
Ramsower, Grace.....KTFY, Brownfield, Tex.
Randall, Fern.....WOKZ, Alton, Ill.
Randall, Joan.....WLAV, Grand Rapids, Mich.
Ransom, Jane.....WASK, Lafayette, Ind.
Ratliff, Priscilla.....KDWT, Stamford, Texas
Ray, Suetta.....KBOA, Kennett, Mo.
Ready, Mary Jane....WOHI, East Liverpool, Ohio
Reager, Zuline.....WBLK, Clarksburg, W. Va.
Redington, Ruth.....WKNE, Keene, N. H.
Rein, Jenni.....WCOW, S. St. Paul, Minn.
Rentfrow, Olive.....KBUN, Bemidji, Minn.
Revels, Gloria.....WONN, Lakeland, Fla.
Rhodes, Roxie M.....KTTR, Rolla, Mo.
Riano, Renie.....WTVN, Columbus, O.
Rice, Catherine.....WFAU, Augusta, Maine
Richards, Emma Lou.....WJCM, Sebring, Fla.
Richards, Joan.....WIPC, Lake Wales, Fla.
Richardson, Doris.....CKCW, Moncton, N. B.
Richardson, Elna.....KBOP, Pleasanton, Tex.
Richmand, Kerry.....WKID, Urbana, Ill.
Riddick, Ruth J.....WRAP, Norfolk, Va.
Ringler, Evelyn.....WHIS, Bluefield, W. Va.
Ristola, Mary.....KAST, Astoria, Ore.
Robbins, Bette.....WCEM, Cambridge, Md.
Roberta.....WLEA, Hornell, N. Y.
Roberts, Marion.....WBEN-TV, Buffalo, N. Y.
Roberts, Thelma.....WGGG, Gainesville, Fla.
Robertson, Jeanne.....KECK, Odessa, Tex.
Robinson, Penny.....KPOJ, Portland, Ore.
Robichaud, P.....CHEF, Granby, Que.
Robins, Sharon.....KONP, Port Angeles, Wash.
Robinson, Blanche..WOCB, West Yarmouth, Mass.
Robinson, Dottie Baker.....WENE, Binghamton-Endicott, N. Y.
Rogers, Ella.....WTND, Orangeburg, S. C.
Rogers, Elva.....KOVE, Lander, Wyo.
Roland, Cecelia.....WKOP, Binghamton, N. Y.
Ronan, Honore.....WDAN, Danville, Ill.
Rosenbaum, Virginia....WTBO, Cumberland, Md.
Ross, Janet.....KDKA, Pittsburgh, Pa.
Rowe, Flo Beach.....WSLB, Ogdensburg, N. Y.
Rowe, Jo Anne....KVOR, Colorado Springs, Colo.
Rundvold, Inga.....WNBW, Washington, D. C.
Russell, Rebecca.....KSIZ, Gladewater, Texas
Ryan, Helen.....WTHI, Terre Haute, Ind.

— S —

Sachs, Mary.....WVJS, Owensboro, Ky.
Salentine, Carole.....KFMB-TV, San Liego, Cal.
Samples, Fern.....WRMN, Elgin, Ill.
Samuelson, Connie.....WJTN, Jamestown, N. Y.
Sanderson, Elsie Neely.....KOLN, Lincoln, Neb.
Sanford, Doris.....WGRO, Bay City, Mich.
Sanford, Dorothy.....WFEC, Miami, Fla.
Santomauro, Frances....WBIG, Greensboro, N. C.
Saunders, Lee.....WIST, Charlotte, N. C.
Savell, Taris.....WEAR, Pensacola, Fla.
Sawyer, Annie Laurie.....WJAY, Mullins, S. C.
Saxe, Beverly.....WBEV, Beaver Dam, Wis.
Schleider, Vic.....WGET, Gettysburg, Pa.
Schnieter, Dalece.....KGEM, Boise, Idaho
Schofield, Anne.....KDSH, Boise, Idaho
Schramm, Violet.....KFVD, Los Angeles, Cal.
Schultz, Marie.....WSKB, McComb, Miss.
Schumaker, Betty.....KAYS, Hayes, Kansas
Schwartz, Dorothy.....KPRL, Paso Robles, Cal.
Scott, Pat.....WHBF, Rock Island, Ill.
Scott, Romaine.....WPAM, Pottsville, Pa.
Scott, Shirley Jean.....WBUT, Butler, Pa.
Scureman, Esther.....WCDL, Carbondale, Pa.
Seidner, Mary Lee.....KLIX, Twin Falls, Idaho
Seiler, Faye.....KFSB, Joplin, Mo.
Selah, Ellen.....KGFW, Kearney, Neb.
Servino, Marie.....WCLD, Cleveland, Miss.
Sexton, Marion.....WTAD, Quincy, Ill.
Shafer, Betty.....KSL-TV, Salt Lake City, Utah
Shaler, Signa.....KWBG, Boone, Iowa
Shank, Dorothy.....WEBR, Buffalo, N. Y.
Shank, Eleanor.....KOOS, Coos Bay, Ore.
Sharp, Fern.....WBNS, Columbus, Ohio
Shaw, Monette.....KABC, San Antonio, Tex.
Shaw, Sue S.....WELP, Easley, S. C.
Shea, Jeanne.....WBNS-TV, Columbus, Ohio
Shelton, Kay.....KOWB, Laramie, Wyo.
Sherman, Joe.....WARA, Attleboro, Mass.
Sherrill, Judy.....WDOK, Cleveland, O.
Sherwood, Peg.....WSAI, Cincinnati, O.
Shipham, Winnie.....KHUM, Eureka, Cal.
Shoemaker, Adella.....KMA, Shenandoah, Iowa
Shrode, Syd.....WPIN, St. Petersburg, Fla.
Shumate, Maefloyd.....KSO, Des Moines, Iowa
Shurtleff, Barbara.....WMBD, Peoria, Ill.
Shurtz, Margaret.....WJHL, Johnson City, Tenn.
Sifford, Medora.....KAMD, Camden, Ark.
Silver, Marjorie B.....WIRA, Ft. Pierce, Fla.
Simms, Marge.....WMAM, Marinette, Wis.
Simpson, N. T.....WBRK, Pittsfield, Mass.
Singleton, Kit Lee.....KFRB, Fairbanks, Alaska
Sladden, Jean.....WDTV, Pittsburgh, Pa.
Sleppy, Lydia S.....KOBE, Las Cruces, N. M.
Slon, Betsy.....WLEE, Richmond, Va.
Smart, Sally.....WOR-TV, New York
Smeling, Jean Ann.....KELA, Centralia, Wash.
Smith, Alberta.....WGEZ, Beloit, Wis.
Smith, Barbara.....WAUD, Auburn, Ala.
Smith, Becky.....WKBI, St. Marys, Pa.
Smith, Dixie.....WMOK, Metropolis, Ill.
Smith, Doris.....WDUN, Gainesville, Ga.
Smith, Drue.....WAPO, Chattanooga, Tenn.
Smith, Evelyn.....WSMI, Litchfield, Ill.
Smith, Faye Elizabeth....WWJ-TV, Detroit, Mich.
Smith, Jane.....KVEN, Ventura, Cal.

Smith, Joyce.....WDSU-TV, New Orleans, La.
Smith, Margaret.....KHQ, Spokane, Wash.
Smith, Margaret A.....WIRC, Hickory, N. C.
Smith, Margie.....KCLX, Colfax, Wash.
Smart, Vera.....KAPA, Raymond, Wash.
Smyser, Betty.....KGMB, Honolulu, T. H.
KHBC, Hilo, T. H.
Snively, Lois.....KSTT, Davenport, Iowa
Snyder, Marie.....WKAM, Warsaw, Ind.
Snyder, Nan.....KOWH, Omaha, Neb.
Somerville, Joy.....WICH, Norwich, Conn.
Sould, Millie.....WMOH, Hamilton, O.
Sowers, Nell.....WSAT, Salisbury, N. C.
Spagholo, Justina.....WTUX, Wilmington, Del.
Speece, Wynn.....WNAX, Yankton, S. D.
Speer, Betsy.....WCOR, Lebanon, Tenn.
Speltz, Bernardine..WFHR, Wisconsin Rapids, Wis.
Stackpole, Connie.....WHOB, Gardner, Mass.
Stamp, Nona.....KROS, Clinton, Iowa
St. Clara, Sister Mary....WDBQ, Dubuque, Iowa
Standish, Martha.....WPOR, Portland, Maine
Stanfield, Jane.....WMPS, Memphis, Tenn.
Stanley, Ruby.....KIMP, Mt. Pleasant, Texas
Starkey, Irene.....WHAR, Clarksburg, W. Va.
Stelck, Betsy.....WNBW, Washington, D. C.
Stenovich, Shirley.....KELK, Elko, Nev.
Stephenson, Roz....WNHC-TV, New Haven, Conn.
Sterling, Ann.....KJR, Seattle, Wash.
Sternberger, Estelle M.....WLIB, New York
Stevens, Dorothy.....WLAN, Lancaster, Pa.
Stevens, Jan.....WLW, Cleveland, Ohio
Stewart, Faye.....KPIX, San Francisco, Cal.
Stoffell, Edna.....WRCO, Richland Center, Wis.
Stoker, Carroll.....WFMY-TV, Greensboro, N. C.
Sutton, Margery....WCCO-TV, Minneapolis, Minn.

— T —

Talbot, Beth.....KSUB, Cedar City, Utah
Tappe, Marion.....WPAC, Patchogue, N. Y.
Tatters, Mildred.....WNCC, Barnesboro, Pa.
Taylor, Jane.....WEST, Salem, Mass.
Taylor, Joanne.....WUSJ, Lockport, N. Y.
Taylor, Joyce.....CKFI, Ft. Frances, Ont.
Taylor, Teena.....WHMA, Anniston, Ala.
Templeman, Marian.....KWPC, Muscatine, Iowa
Terry, Helen.....WCHS, Charleston, W. Va.
Tessari, Mary.....CJOC, Lethbridge, Alberta
Thomas, Prissy.....WKY-TV, Oklahoma, Okla.
Thompson, Glenna.....KGCU, Mandan, N. D.
Tidmore, Viv.....WPPA, Pottsville, Pa.
Till, Juanita.....WJBW, New Orleans, La.
Todd, Jane.....KCBS, San Francisco, Cal.
Todd, Jacqueline.....KJEF, Jennings, La.
Tolson, Bettie.....KMTV, Omaha, Neb.
Tovey, Vera.....WKXL, Concord, N. H.
Townshend, Mrs. John F.....WGWC, Selma, Ala.
Trail, Virginia.....KBRL, McCook, Neb.
Tranter, Ruth.....WNOW, York, Pa.
Traphagen, Mary L.....WICU, Erie, Pa.
Tremaine, Claire.....KTRC, Sante Fe, N. M.
Trobe, Gertrude B.....WBVP, Beaver Falls, Pa.
Troutvine, Fern.....WPFB, Middletown, O.
Trownbridge, Betty....KJFJ, Webster City, Iowa
Truax, Anne.....KLX, Oakland, Cal.
Tucker, Bunny.....WCEC, Rocky Mount, N. C.
Tupman, Martha.....WAIN, Columbia, Ky.
Tyson, Gertrude.....WMLS, Sylacauga, Ala.

— U —

Udstrand, Lois....KTRF, Thief River Falls, Minn.
Underwood, Betty.....WNOE, New Orleans, La.
Ung, Elanore.....KILA, Hilo Hawaii

— V —

Vainisi, Jackie.....WJPG, Green Bay, Wis.
Valentich, Anne.....CKGB, Timmins, Ont.
Vanderbusch, Ruth L.....WMIE, Miami, Fla.
Van Esky, Jean.....WPIC, Sharon, Pa.
Vaunn, Millicent.....WARL, Arlington, Va.
Vinson, Anne.....WRLD, Lanett, Ala.
Voeth, Gretchen....WGAI, Elizabeth City, N. C.
Vollmer, Mary.....CKLB, Oshawa, Ont.
Von Tress, Faye.....WJLD, Homewood, Ala.
Vosbert, Elizabeth.....KVOO, Tulsa, Okla.

— W —

Wagner, Ann.....WFBM-TV, Indianapolis, Ind.
Waldrop, Rosebud.....WSPC, Anniston, Ala.
Walker, Lillian.....WLNH, Laconia, N. H.
Walker, Mary.....WROL, Knoxville, Tenn.
Wall, Carolyn.....WDWD, Dawson, Ga.
Wall, Charlene.....WPUV, Pulaski, Va.
Wallace, Carolyn.....WEAN, Providence, R. I.
Wallace, Judy.....WTVJ, Miami, Fla.
Walters, Ruth.....WPAY, Portsmouth, O.
Ward, Cecilia.....WHEV, Ann Arbor, Mich.
Ward, Dottie.....WISL, Shomokin, Pa.
Webster, Gladys.....WCAU, Phila., Pa.
Wells, Barbara.....WOR-TV, New York, N. Y.
Weston, Jane.....WOWO, Ft. Wayne, Ind.
Weston, Judy.....WOPI, Bristol, Va.
Wetzel, Betty.....KXGN, Glendive, Mont.
Wharton, Anne.....WJNO, W. Palm Beach, Fla.
Whatley, Gail.....WJHO, Opelika, Ala.
Wheeler, Mary.....KTAT, Frederick, Okla.
White, Madelline.....WAGC, Chattanooga, Tenn.
White, Melba.....KWKC, Abilene, Texas
White, Sarah.....WATH, Athens, O.
White, Stella.....WAIT, Chicago, Ill.
Widman, M. L.....KATY, San Luis Obispo, Cal.
Wigh, Sylvia.....WOGM, St. John's, Newf.
Wiley, Ada.....WMOD, Moundsville, W. Va.
Willeford, Milli.....WDVA, Danville, Va.
Williams, Allene.....WKSR, Pulaski, Tenn.
Williams, Ann.....KGBS, Harlingen, Texas
Williams, Loraine.....WBTM, Danville, Va.
Williams, Marg.....CFCB, St. John, N. B.
Williamson, Ernestine.....KGYN, Guymon, Okla.
Willson, Louise.....WRJW, Picayune, Miss.
Wilson, Bonnie Mae.....KPUY, Puyallup, Wash.
Wilson, Judy.....CKOV, Kelowna, B. C.
Wilson, Van.....WDAE, Tampa, Fla.
Winkleman, Ellen.....KVVC, Ventura, Cal.
Winner, Jerry.....KFSA, Ft. Smith, Ark.
Winther, Vannie.....KBLI, Blackfoot, Idaho
Wise, Elaine.....KVOS, Bellingham, Wash.
Wise, Katherine.....KOMO, Seattle, Wash.
Wise, Madeline.....KRIZ, Phoenix, Ariz.
Wise, Madeline.....WHIO, Dayton, Ohio
Withee, Alice.....WJHP, Jacksonville, Fla.
Withers, Ann.....WFIG, Sumter, S. C.
Wolfe, Shirley S.....WTIP, Charleston, W. Va.
Wolfenden, Stella.....WMEV, Marion, Va.
Wood, Dale.....KXOX, Sweetwater, Texas
Wood, Dorothy S.....WFTM, Maysville, Ky.
Wood, Ginny.....WSPD-TV, Toledo, O.
Work, Sally.....WBEN, Buffalo, N. Y.
Wray, Judy.....WGKV, Charleston, W. Va.
Wright, Gerry.....KWFT, Wichita Falls, Texas
Wright, Nina.....KSOO, Sioux Falls, S. D.
Wroten, Wynez.....WBIP, Boonesville, Miss.
Wulff, Maggie.....WERE, Cleveland, O.

— Y —

Young, Leslie.....WCUE, Akron, O.
Young, Mary Emma.....WHTC, Holland, Mich.
Young, Norma.....KHJ, Los Angeles, Cal.

— Z —

Zahn, Marjorie.....WOKW, Sturgeon Bay, Wis.

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PROGRAMS
1952
AM-TV

Titles

Sponsors

Products

Networks

TV Stations

Advertising Agencies

COMMERCIAL AM PROGRAMS OF 1952

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1952. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
A Citizen Views the News	Time, Inc. (Life Magazine)	NBC	Young & Rubicam, Inc.
A Crime Letter From Dan Dodge	Toni (Prom Home Permanent, White Rain Shampoo)	ABC	Tatham-Laird, Inc.
Address by Gen. Eisenhower	Colorado Citizens for Eisenhower	CBS	Young & Rubicam, Inc.
Address by Philip Murray	C.I.O. Political Action Committee	CBS	Henry J. Kaufman & Associates
Adlai Stevenson	Liberal Party (Political)	CBS	Furman, Feiner & Co., Inc.
Admiral Presents World News With Robert Trout	Admiral Corp. (Radio, TV, Etc.)	CBS	Erwin, Wasey & Co., Inc.
Adventures of Maisie	Charles Antell & National Health Aids, Inc. (Formula #9, NHA Vitamins & Fastabs)	Mutual B.S.	Television Advertising Associates
Adv. of Ozzie & Harriet	Lambert Pharmacal Co. (Listerine Antiseptic, Tooth Paste, Tooth Powder, Pro-phy-lac-tic Tooth Brush, Etc.)	ABC	Lambert & Feasley, Inc.
Against the Storm	Philip Morris & Co. Ltd. (Cigarettes)	ABC	Cecil & Presbrey, Inc.
Alex Dreier	Skelly Oil Co. (Petroleum Products)	NBC	Henri, Hurst & McDonald, Inc.
Allan Jackson and the News	Metropolitan Life Insurance Co.	CBS	Young & Rubicam, Inc.
America Calling	Riggio Tobacco Corp. (Regent Cigarettes)	CBS	Hilton & Riggio, Inc.
American Forum of the Air	American Trucking Assoc. Inc. (Institutional)	NBC	The Biow Company, Inc.
Armstrong Theater of Today	Armstrong Cork Co. (Quaker Rugs, Linoleum Products)	CBS	
Arthur Godfrey Show	The Wander Co. (Ovaltine)	CBS	Grant Advertising, Inc.
Artificial Roses	Book Associates (Books)	CBS	Huber Hoge & Sons
Aunt Jemima Home Folks	Quaker Oats Co. (Aunt Jemima Pancake and Cake Mixes)	CBS	Price, Robinson & Frank, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Back to God	Christian Reformed Church (Religious)	Mutual B.S.	Glenn-Jordan-Stoetzel, Inc.
Backstage Wife	The Procter & Gamble Co. (Dreft)	NBC	Dancer-Fitzgerald-Sample, Inc.
Barrie Craig, Confidential Investigator	Lewis-Howe Co. (Tums)	NBC	Dancer-Fitzgerald-Sample, Inc.
Ben Hogan, National Golf Day Tournament	Time, Inc. (Time Magazine)	CBS	Young & Rubicam, Inc.
Better Eyesight	Henry Holt & Co. (Books)	CBS	Thwing & Altman, Inc.
Betty Crocker Magazine of the Air	General Mills, Inc. (Flour & Cereals)	ABC	Dancer-Fitzgerald-Sample, Inc.
Beulah	Procter & Gamble Co. (Dreft, Lava, Oxydol)	CBS	Dancer-Fitzgerald-Sample, Inc.
Big Sister	Procter & Gamble Co. (Ivory Soap)	CBS	Compton Advertising, Inc. Dancer-Fitzgerald-Sample, Inc.
Bill Henry & the News	Johns-Manville Corp. (Building & Industrial Products)	Mutual B.S.	J. Walter Thompson Co.
Black Museum	Charles Antell & National Health Aids, Inc. (Formula #9, NHA Vitamins and Fastabs)	Mutual B.S.	Television Advertising Associates
Bill Ring Show	General Mills, Inc. (All Products)	ABC	Knox-Reeves Adv. Inc.
Bill Shadel and the News	General Foods Corp. (Log Cabin Syrup)	CBS	Benton & Bowles, Inc.
Bing Crosby Program	Liggett & Myers Tobacco Co. (Chesterfield)	CBS	Cunningham & Walsh, Inc.
Big Town	Lever Bros. Co. (Lifebuoy Soap)	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Blue Rose Show	Garden Guild of America	CBS	Hirsch & Rutledge, Inc.
Bob & Ray	Pabst Sales Co. (Beer)	NBC	Warwick & Legler, Inc.
Bob Hawk Show	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS	Wm. Esty Co., Inc.
Bob Hope	General Foods Corp. (Jello)	NBC	Young & Rubicam, Inc.
Bobby Benson	Kraft Foods Co. (Kraft Caramels)	Mutual B.S.	J. Walter Thompson Co.
Breakfast Club	Philco Corp. (Refrigerators, Radios, Freezers, Air-Conditioning Units, TV Receivers)	ABC	Turner Adv. Agency
Break the Bank	Bristol-Myers Co. (Ipana, Sal Hepatica, Trushay & Other Products)	ABC	Doherty, Clifford, Steers & Shenfield, Inc.
Brighter Day	Procter & Gamble Co. (White Cheer, Blue Cheer)	CBS	Young & Rubicam, Inc.
Broadway Is My Beat	Wm. Wrigley, Jr., & Co. (Doublemint Chewing Gum)	CBS	Arthur Meyerhoff & Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Cal Tinney	General Mills, Inc. (Kitchen-Tested Flour, Cheerios, Cake Mixes & Other Products)	ABC	Walton Butterfield, Adv.
Camel Baseball Scoreboard	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	Mutual B.S.	Wm. Esty Co., Inc.
Camel Caravan Starring Vaughn Monroe	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS	Wm. Esty Co., Inc.
Capitol Commentary	S. C. Johnson & Son, Inc. (Johnson Waxes and Finishes)	Mutual B.S.	Needham, Louis & Brorby, Inc.
Carl Smith Show	Kellogg Co. (Corn Flakes, Rice Krispies)	CBS	Leo Burnett Co., Inc.
Cavalcade of America	E. I. DuPont De Nemours & Co., Inc. (Institutional)	NBC	B.B.D.O., Inc.
Cecil Brown, Commentary	S. C. Johnson & Sons, Inc. (Johnson Waxes and Finishes)	Mutual B.S.	Needham, Louis & Brorby, Inc.
Cedric Adams	Sonotone Corp. (Hearing Aid)	CBS	Kudner Agency, Inc.
Charles Collingwood, Edward R. Murrow, Don Hollenbeck	Household Finance Corp.	CBS	Needham, Louis & Brorby, Inc.
Charlie McCarthy Show	Coca-Cola Co.	CBS	D'Arcy Advertising Co., Inc.
Choraliers	Longines-Wittnauer Watch Co.	CBS	Victor A. Bennett Co., Inc., Desbarats Advertising Agency (Canada)
Cities Service Band of America	Cities Service Petroleum Co., Inc. (Petroleum Products)	NBC	Ellington & Co., Inc.
City Hospital	Carter Products, Inc. (Arrid, Carter's Little Pills)	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Club 15 With Bob Crosby	Campbell Soup Co.	CBS	Ward-Wheelock Co.
Club Time	Club Aluminum Prod. Co. (Aluminum Household Utensils)	ABC	The Buchen Co.
CBS Newsroom—Sunday Desk	North American Van Lines, Inc. (Transportation, Storage)	CBS	Caston & Associates
Command Theater	Stanley Drug Products, Inc. (Pharmaceuticals)	CBS	Edward S. Kellogg Co.
Corliss Archer	Electric Companies Advertising Program (Institutional)	CBS	N. W. Ayer & Son, Inc.
Counterspy	Gulf Oil Company (Gasoline, Oil, Lubricants, Tires, Insecticides)	NBC	Young & Rubicam, Inc.
Curt Massey	Miles Laboratories, Inc. (Alka-Seltzer & One-a-Day Vitamins)	Mutual B.S.	Geoffrey Wade Advertising

D

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Dean Martin-Jerry Lewis	American Chicle Co. (Chiclets)	NBC	Sullivan, Stauffer, Colwell & Bayles
Defense Attorney	Goodyear Tire & Rubber Co. (Marathon Tires)	ABC	Kudner Agency, Inc.
Democratic National Convention	Admiral Corp. (Radios, TV Sets, Etc.)	ABC	Russel M. Seeds Co.
Dial Dave Garroway	Armour & Company (Dial Soap)	NBC	Foote, Cone & Belding
Dr. Christian With Jean Hersholt	Chesebrough Mfg. Co. (Vaseline Hair Tonic, Petroleum Jelly, Lip Ice)	CBS	McCann-Erickson, Inc.
Dr. Paul	Wesson Oil & Snowdrift Sales Co. (Wesson Oil & Snowdrift)	NBC	Fitzgerald Ad. Agency, Inc.
Double or Nothing	Campbell Soup Co. (Campbell Soups, Pork & Beans, Franco-American Spaghetti & Macaroni)	NBC	Ward-Wheelock Co.
Doris Day Show	CBS Columbia, Inc. (TV Sets, Radios)	CBS	Ted Bates & Co.
Dragnet	Liggett & Myers Tobacco Co., Inc. (Fatima Cigarettes)	NBC	Cunningham & Walsh, Inc.
Drew Pearson	Carter's Products, Inc. (Carter's Pills, Arrid, Rise Shave Cream)	ABC	Ted Bates & Co.
Duke of Paducah & Opry Gang	Locke Stove Company (Warm Morning Stoves)	NBC	Potts, Calkins & Holden, Inc.
Dulany Daily Double	John H. Dulany & Son, Inc. (Dulany Frozen Foods)	ABC	W. Earl Bothwell, Inc.

E

Eddie Cantor Show	Philip Morris & Co., Ltd.	NBC	The Biow Co.
Edgar Bergen & Charlie McCarthy Show	Hudnut Sales Co., Inc. Division of Warner-Hudnut, Inc. (Creme Shampoo, Home Permanent, Rinse)	CBS	Kenyon & Eckhardt
Edward Murrow, Larry LeSueur	Theo. Hamm Brewing Co. (Hamm's Beer)	CBS	Campbell-Mithun, Inc.
Edwin C. Hill	Philco Corp. (Radios, Refrigerators, Freezers, TV Receivers & Other Prods.)	ABC	Hutchins Adv. Co., Inc.
Election Night Coverage	Admiral Corp. (Radios, TV Sets, Etc.)	ABC	Russel M. Seeds Co.

F

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
F. B. I. in Peace & War	Wildroot Co., Inc. (Cream Oil, Liquid Shampoo)	CBS	B.B.D. & O.
Father Knows Best	Crosley Div. Avco Mfg. Co. (Crosley Home Appliances)	NBC	Benton & Bowles, Inc.
Faultless Starch Time	Faultless Starch Co. (Starch)	NBC	Bruce B. Brewer Co.
Fibber McGee & Molly	Reynolds Metal (Reynolds-Wrap & Aluminum Prod.)	NBC	Buchanan & Co., Inc.
First Nighter	Miller Brewing Co. (Beer)	NBC	Mathisson & Associates, Inc.
Frank Edwards—News	American Federation of Labor (Institutional)	Mutual B.S.	Furman, Feiner & Co.
Frank Goss—News	Peter Paul, Inc. (Candy Bars)	CBS	Maxon, Inc.
Frank & Ernest	Dawn Bible Students Association (Religious)	Mutual B.S.	Wm. Gleeson Co.

G

Gabriel Heatter	Credit Union National Association (Institutional)	Mutual B.S.	J. Walter Thompson Co.
Game of the Day	Falstaff Brewing Corp. (Falstaff Beer)	Mutual B.S.	Dancer-Fitzgerald-Sample, Inc.
Gangbusters	General Foods Corp. (Grape Nuts)	CBS	Young & Rubicam, Inc.
Galen Drake	Protam Corp. (Triplex Tablets)	CBS	Dowd, Redfield & Johnstone, Inc.
Garden Gate	Ferry-Morse Seed Co. (Seeds)	CBS	MacManus, John & Adams, Inc.
George Fisher's Let's Go Hollywood	North American Van Lines, Inc. (Transportation, Storage)	CBS	Castor & Associates
George Fisher, Hollywood Reporter	La Maur, Inc. (Modart Creme Shampoo)	CBS	Hilton & Riggio, Inc.
Gillette Fights	Gillette Safety Razor Co. (Safety Razors, Blades, Shaving Cream)	ABC	Maxon, Inc.
Gillette Warm-Up Time	Gillette Safety Razor Co. (Razors, Razor Blades & Shaving Cream)	Mutual B.S.	Maxon, Inc.
Gene Autry Show	Wm. Wrigley, Jr. & Co. (Doublemint Chewing Gum)	CBS	Ruthrauff & Ryan, Inc.
Give and Take	Cannon Mills, Inc. (Cannon Hosiery, Sheets, Towels)	CBS	Young & Rubicam, Inc.
Grand Central Station—Fun For All	Gillette Safety Razor Co. (Prom Home Permanent, White Rain)	CBS	Foote, Cone & Belding, 8/16 Weiss & Geller, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Grade Cole Show	General Foods Corp. (Calumet, Satina)	CBS	Foote, Cone & Belding
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Prince Albert Tobacco)	NBC	William Esty Co., Inc.
Grand Slam With Irene Beasley	Continental Baking Co., Inc. (Wonder, Hostess Cake)	CBS	Ted Bates & Co.
Great Gildersleeve	Kraft Foods Co. (Parkay, Velveeta, Kraft Deluxe Cream Cheese)	NBC	Needham, Louis & Brorby, Inc.
Greatest Story Ever Told	Goodyear Tire & Rubber Co. (Institutional)	ABC	Kudner Agency, Inc.
Green Hornet	Orange-Crush Co. (Orange-Crush & Old Colony Beverages)	Mutual B.S.	Fitzmorris & Miller Adv., Eff. 9/30 H. W. Kastor & Sons
Gov. Earl Warren	Eisenhower-Nixon Committee	CBS	Elwood J. Robinson Adv.
Guiding Light	Procter & Gamble, Inc. (Duz, Ivory Flakes)	CBS	Compton Adv., Inc.
Gunsmoke	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Sons, Inc.

H

Halls of Ivy	Joseph Schlitz Brewing Co. (Beer)	NBC	Young & Rubicam, Inc.
Hallmark Playhouse	Hall Brothers, Inc. (Hallmark Greeting Cards)	CBS	Foote, Cone & Belding
Hank Thompson & His Brazos Valley Boys	Falstaff Brewing Corp. (Falstaff Beer)	Mutual B.S.	Dancer-Fitzgerald-Sample, Inc.
Harry Babbitt Show	S & W Fine Foods, Inc. (Coffee & Food Prods.)	CBS	Foote, Cone & Belding
Headline News	S. C. Johnson & Sons, Inc. (Johnson Waxes and Finishes)	Mutual B.S.	Needham, Louis & Brorby, Inc.
Health Quiz	American Protam Corp. (Protam, A Food Supplement)	Mutual B.S.	Dowd, Redfield & Johnstone, Inc.
Heralds of Truth	Churches of Christ (Institutional)	ABC	Ross Roy, Inc.
Hilltop House	Miles Laboratories, Inc. (Alka-Seltzer, One-a-Day)	CBS	Geoffrey Wade Advertising, Cockfield, Brown & Co., Ltd. (Canada)
Hollywood Barn Dance With Jimmy Wakely	Bristol-Myers Co. (Sal Hepatica)	CBS	Young & Rubicam, Inc.
Hollywood Star Playhouse	American Baker's Asso. (Bakery Products)	NBC	Foote, Cone & Belding
Hopalong Cassidy	Cella Vineyards (Betsy Ross Grape Juice)	CBS	Gerald F. Thomas Adv.
Hour of Decision	Billy Graham Ev. Assn. (Institutional)	ABC	Walter F. Bennett & Co.
House Party	Pillsbury Mills, Inc. (Flour, Pancake, Pie Crust and Cake Mixes)	CBS	Leo Burnett Co., Inc.
Howdy Doody	International Shoe Co.	NBC	Henri, Hurst & McDonald, Inc.

I

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
It Happens Every Day	Gillette Safety Razor Co. (White Rain, Toni Creme Rinse)	CBS	Tatham-Laird, Inc.

J

Jack Benny Show	American Tobacco Co. (Lucky Strike Cigarettes)	CBS	Batten, Barton, Durstine & Osborn, Inc.
Jack Berch Show	Prudential (Insurance)	ABC	Calkins & Holden, Carlock, McClinton & Smith, Inc.
Jack Hunt Show	Pillsbury Mills, Inc., Ballard & Ballard Div. (Oven-ready Biscuits)	CBS	Campbell-Mithun, Inc.
Jack Owens Show	Purex Corp. Ltd. (Trend Detergent)	CBS	Foote, Cone & Belding
Jergens Hollywood Playhouse—Hollywood Playhouse of Romance (12/4)	Andrew Jergens Co. (Lotion, Face Cream)	CBS	Robert W. Orr & Associates, Inc. Kenyon & Eckhardt, Inc. (Canada)
Jimmy Wakely Show	Colonial Dames, Inc. (Cosmetics)	CBS	Geoffrey Wade Advertising
Joe Emerson's Hymn Time	General Mills, Inc. (Red Band Flour)	ABC	Knox Reeves Adv., Inc.
John Cameron Swayze Highlights the News	Belmont Radio Corp. (Raytheon TV Sets)	NBC	Henri, Hurst & McDonald, Inc.
John Conte Show	Stokely-Van Camp, Inc. (Food Products)	ABC	Calkins & Holden, Carlock, McClinton & Smith, Inc.
John Daly & the News	Gulf Oil Corp. (Gulf Spray and Other Products)	ABC	Young & Rubicam, Inc.
Johnny Dollar	Wm. Wrigley, Jr. & Co. (Spearmint Chewing Gum)	CBS	Arthur Meyerhoff & Co.
Judy Canova	Emerson Drug Company (Bromo-Seltzer)	NBC	Lennen & Newell, Inc.
Just Plain Bill	Whitehall Pharmacal Co., Div. of American Home Products Corp. (Anacin)	NBC	John F. Murray Adv. Agency, Inc.
Junior Miss	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Sons, Inc.
Junior Rose Bowl Game	Central California Artichoke Growers	CBS	John Cohan Adevrtising Co.

K

Ken Carson Sings	R. J. Reynolds Co. (Camel Cigarettes)	Mutual B.S.	Wm. Esty Co.
Kenneth Banghart and the News	The American Tobacco Co. (Lucky Strike Cigarettes)	NBC	Batten, Barton, Durstine & Osborn, Inc.
King Arthur Godfrey and His Roundtable	Kingan & Co., Inc. (Ham, Bacon, Etc.)	CBS	Warwick & Legler, Inc.
Kings Row	Colgate-Palmolive-Peet Co. (Fab)	NBC	William Esty Co.

L

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ladies Fair	Sterling Drug, Inc. (Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder, Double Danderine, Other Products)	Mutual B.S.	Dancer-Fitzgerald-Sample, Inc.
Larry LeSueur and the News	Best Foods, Inc. (Rit, Shinola)	CBS	Benton & Bowles, Inc.
Law Book	Book Associates (Books)	CBS	Huber Hoge & Sons
Let's Look at the Record	Citizenship Dept. of United Auto Workers, C.I.O.	CBS	Furman, Feiner & Co., Inc.
Let's Pretend, 12/13 Grand Central Station	Cream of Wheat Corp. (Cereal)	CBS	B. B.D. & O.
Life Can Be Beautiful	The Procter & Gamble Co. (Tide)	NBC	Benton & Bowles, Inc.
Life With Luigi, 6/3-8/5 The Lineup	Wm. Wrigley, Jr. & Co. (Spearmint Chewing Gum)	CBS	Arthur Meyerhoff & Co., J. Walter Thompson Co., Ltd. (Canada)
Light & Life Hour	Free Methodist Church of N. America (Institutional)	ABC	Walter F. Bennett & Co.
Lone Ranger	General Mills, Inc. (Cheerios, Cake Mixes)	ABC	Dancer-Fitzgerald-Sample, Inc.
Lone Journey	Lever Bros. (Surf & Other Products)	ABC	N. W. Ayer & Son, Inc.
Lorenzo Jones	The Procter & Gamble Co. (Cheer)	NBC	Young & Rubicam, Inc.
Louella Parsons' Show	Colgate-Palmolive-Peet Co. (Lustre Creme Shampoo)	CBS	Lennen & Mitchell 10/4 Lennen & Newell, Inc.
Lowell Thomas	Procter & Gamble Co. (Ivory Soap)	CBS	Compton Advertising, Inc.
Lutheran Hour	Lutheran Laymen's League (Religious)	Mutual B.S.	Gotham Advertising Co., Inc.
Lux Radio Theater	Lever Brothers Co. (Lux Soap, Flakes)	CBS	J. Walter Thomson Co., National Export Adv. Service (Hawaii)

M

Ma Perkins	Procter & Gamble Co. (Oxydol)	CBS	Dancer-Fitzgerald-Sample, Inc.
Man on the Farm	Quaker Oats Co. (Ful-O-Pep Feed)	Mutual B.S.	Sherman & Marquette, Inc.
Mark Rogers Show	Greystone Press (Books)	CBS	Huber Hoge & Sons
Mario Lanza Show	Coca-Cola Company	NBC	D'Arcy Advertising Company
Martin & Lewis	Liggett & Meyers Tobacco Co. (Chesterfield Cigarettes)	NBC	Cunningham & Walsh, Inc.
Martin Kane—Private Eye	U. S. Tobacco Co., Inc. (Tobacco & Tobacco Products)	NBC	Kudner Agency, Inc.
Mary Lee Taylor	Pet Milk Sales Corp. (Pet Milk)	NBC	Gardner Advertising Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Meet Corliss Archer	Electric Companies Adv. Pgm. (Electric Light & Power Cos.)	ABC	N. W. Ayer & Son, Inc.
Meet Millie	Wm. Wrigley, Jr. & Co. (Spearmint Gum)	CBS	Arthur Meyerhoff & Co.
Meet the Missus	Leslie Salt Co. (Salt)	CBS	Long Advertising Service
Metropolitan Opera	Texas Company (Gasoline & Motor Oils)	ABC	Kudner Agency, Inc.
Michigan for Eisenhower Committee		CBS	Young & Rubicam, Inc.
Mr. Chameleon	Wm. Wrigley, Jr. & Co. (Spearmint Chewing Gum)	CBS	Arthur Meyerhoff & Co.
Mr. District Attorney	Bristol-Myers Co. (Ipana, Vitalis, Sal Hepatica, Hair Cream, Bufferin)	ABC	Young & Rubicam, Inc.
Mr. Information	National Biscuit Co.	CBS	McCann-Erickson, Inc.
Mr. Keen, Tracer of Lost Persons	Liggett & Myers Tobacco Co. (Chesterfield)	CBS	Cunningham & Walsh, Inc.
Mr. & Mrs. North	Colgate-Palmolive-Peet Co. (Halo Shampoo, Palmolive Shave Cream)	CBS	Sherman & Marquette, Spitzer & Mills, Ltd. (Canada)
Modern Adventures of Casanova	Charles Antell & National Health Aids, Inc. (Formula #9, NHA Vitamins and Fastabs)	Mutual B.S.	Television Advertising Associates
Monday Morning Headlines	P. Lorillard Co. (Old Gold Cigarettes)	ABC	Lennen & Newell, Inc.
Music With the Hormel Girls	Geo. A. Hormel & Co. (Meat Products)	CBS	B.B.D. & O.
My Friend Irma	R. J. Reynolds Tobacco Co. (Cavalier Cigarettes)	CBS	Wm. Esty Co., Inc.
My True Story	Sterling Drug, Inc. (Drug Products)	ABC	Dancer-Fitzgerald-Sample, Inc.
Mystery Theater	Sterling Drug, Inc. (Drug Products)	ABC	Dancer-Fitzgerald-Sample, Inc.

N

News of the World	Miles Laboratores, Inc. (Alka-Seltzer)	NBC	Geoffrey Wade
New York Philharmonic Symphony	Willys-Overland Motors, Inc. (Cars & Trucks)	CBS	Ewell & Thurber Associates, Spitzer & Mills, Ltd. (Canada)
Nick Carter	Libbey, McNeill & Libbey (All Libbey Products)	Mutual B.S.	J. Walter Thompson
Nightbeat	Pabst Sales Co. (Beer)	NBC	Warwick & Legler, Inc.

O

Old Fashioned Revival Hour	Gospel Broadcasting Assn. (Institutional)	ABC	R. H. Alber Co. & Gospel B'casting Assn.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Old Dominion Barn Dance With Sunshine Sue	Dr. Pepper Co. (Soft Drink)	CBS	Ruthrauff & Ryan, Inc.
One Man's Family	Miles Laboratories, Inc. (Bactine, Alka-Seltzer, Tabcin, One-A-Day Vitamins)	NBC	Geoffrey Wade
On the Line With Bob Considine	Mutual Benefit Health and Accident Association of Omaha Insurance	NBC	Bozell & Jacobs
Original Amateur Hour	P. Lorillard Co. (Old Gold Cigarettes)	ABC	Lennen & Newell, Inc.
Orange Bowl Game—Kentucky Derby	Gillette Safety Razor Co. (Safety Razors, Blades, Shaving Cream)	CBS	Maxon, Inc.
Our Gal Sunday	American Home Products Corp. (Anacin, Hills Cold Tablets, Kolynos Chlorophyll)	CBS	John F. Murray Advertising Agency, Inc.
Our Miss Brooks	Colgate-Palmolive-Peet (Colgate Dental Cream, Palmolive Shave Cream and Soap)	CBS	Ted Bates & Co.

P

PGA Golf Tournament, Hambletonian Stakes, Greyhound Stakes, American National Stakes, McMahon Memorial, Fox Stake, Little Brown Jug, Kentucky Futurity	Reynolds Metals Co. (Building Materials)	CBS	Buchanan & Co., Inc.
Pabst Blue Ribbon Bouts	Pabst Sales Co. (Blue Ribbon Beer)	CBS	Warwick & Legler, Inc.
Paul Harvey, News	Burton-Dixie Corp. (Mattresses, Pillows, Comforters and Other Products)	ABC	Turner Adv. Agency
Pee-Wee Reese Show	S. C. Johnson & Sons, Inc. (Johnson Waxes and Finishes)	Mutual B.S.	Needham, Louis & Brorby, Inc.
People Are Funny	Mars, Inc. (Candy Bars)	CBS	Leo Burnett Co., Inc.
Pepper Young's Family	The Procter & Gamble Co. (Camay Soap)	NBC	Pedlar & Ryan, Inc.
Perry Mason	Procter & Gamble (Tide)	CBS	Benton & Bowles, Inc.
Phil Harris & Alice Faye	Radio Corp. of America (Radios, TV Sets, Phonographs, Records)	NBC	J. Walter Thompson Co.
Philip Morris Playhouse	Philip Morris & Co., Ltd., Inc. (Cigarettes)	CBS	The Biow Co., Inc.
Pure Oil News Time	The Pure Oil Co. (Petroleum Products)	NBC	Leo Burnett Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Pursuit	Sterling Drug, Inc., Chas. H. Phillips Co. Division (Pharmaceuticals)	CBS	Dancer-Fitzgerald-Sample, Inc.
Protam Quiz	Protam Corp. (Reducing Tablets)	CBS	Dowd, Redfield, Johnstone, Inc.
Q			
Queen for a Day	P. Lorillard Co. (Old Gold Cigarettes)	Mutual B.S.	Lennen & Newell, Inc.
R			
Red Skelton Program	Pepperell Mfg. Co. (Sheets, Fabrics)	CBS	Benton & Bowles, Inc.
Renfro Valley Sunday Gatherin'	General Foods Corp. (Calumet, Postum)	CBS	Foote, Cone & Belding
Republican Convention (All Live Broadcasts) Democratic Convention (All Live Broadcasts) Pick the Winner Election Returns	Westinghouse Electric Corp. (All Products)	CBS	Ketchum, MacLeod & Grove, Inc.
Rex Allen Show	Phillips Petroleum Co. (Gasoline and Motor Oil)	CBS	Lambert & Feasley, Inc.
Richard Diamond, Pvt. Eye	R. J. Reynolds Tobacco Co. (Camel Cigarettes, Prince Albert Tobacco)	ABC	Wm. Esty Co.
Robert Hurleigh	Miller Brewing Co. (High-Life Beer)	Mutual B.S.	Mathisson & Associates
Robert Trout and the News	Ford Motor Co. (Cars)	CBS	J. Walter Thompson Co.
Red Skelton Program	Borg-Warner Corp. (Norge Division—Refrigerators, Wringer Washers, Automatic Washers, Etc.)	CBS	Russell M. Seeds Co., Inc.
Right to Happiness	The Procter & Gamble Co. (Ivory Soap, Duz)	NBC	Compton Advertising Inc.
Road of Life	Procter & Gamble Co. (Ivory Soap)	CBS	Compton Advertising Inc.
Rocky Jordan	Ranier Brewing Co. (Beer)	CBS	Brisacher, Wheeler & Staff
Romance	Wm. Wrigley, Jr. & Co. (Spearmint Gum)	CBS	Arthur Meyerhoff & Co.
Romance of Helen Trent	American Home Products Corp. (Aero Wax, Black Flag, Snarol, Wizard Qick, Woodbrite)	CBS	W. Earl Bothwell, Inc. (Pacific) Geyer Advertising Agency, Inc. (Pacific)
Romance of Helen Trent	American Home Products Corp. (Aerosol, Bisodol, Heet, Melcalose)	CBS	John F. Murray Advertising Agency, Inc.
Rosemary	Procter & Gamble, Inc. (Ivory Snow)	CBS	Benton & Bowles, Inc.
Roy Rogers	General Food Corp. (Post Cereals)	NBC	Benton & Bowles, Inc.
Royal Triton Baseball Roundup	Union Oil Co. of California (Royal Triton Motor Oil)	ABC	Foote, Cone & Belding, Inc.

S

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sammy Kaye Sunday Roundup	Sylvania Electric Products, Inc. (TV Sets and Radios)	ABC	Roy S. Durstine, Inc.
Sanka News Round-Up—Win Elliott	General Foods Corp. (Sanka Coffee and Other Products)	ABC	Young & Rubicam, Inc.
Silver Eagle	General Mills, Inc. (Wheaties, Cheerios, Kix, Betty Crocker Soups)	ABC	Knox-Reeves Adv., Inc.
Sky King	Derby Foods, Inc. (Peter Pan Peanut Butter, Peanut Products and Derby Line of Canned Meats)	Mutual B.S.	Needham, Louis & Brorby, Inc.
Smilin' Ed McConnell	Brown Shoe Co. (Buster Brown Shoes)	CBS	Leo Burnett Co., Inc.
Sunoco Three Star Extra	Sun Oil Co. (Oil, Fuel Oil, Sunoco Gas)	NBC	Hewitt, Ogilvy, Benson & Mather
Space Patrol	Ralston-Purina Co. (Ralston Wheat Cereal, Instant Ralston Cereal, Wheat-Chex, Ry-Krisp, Rice-Chex)	ABC	Gardner Adv. Co.
Stars Over Hollywood	Carnation Co. (All Products)	CBS	Erwin, Wasey & Co.
Stella Dallas	Sterling Drug, Inc. (Phillips' Tooth Paste, Bayer Aspirin, Haley's M-O, Astring-O-Sol, Ironized Yeast, Mulsified Coconut Oil Shampoo)	NBC	Dancer-Fitzgerald-Sample, Inc.
Stop the Music	General Mills, Inc. (Kix)	ABC	Tatham-Laird, Inc.
Strange Romance of Evelyn Winters	Philip Morris & Co., Ltd. (Cigarettes)	ABC	Cecil & Presbrey, Inc.
Stuart Craig Show	General Products Corp. (Looz Reducing Tablets)	CBS	Dean Simmons
Sunday News Special With Ron Cochran	Campana Sales Co. (Solitair Cake Make-Up, Lotion)	CBS	Wallace-Ferry-Hanly Co.
Super Noodle Show	I. J. Grass Noodle Co., Inc. (Noodles, Soup Mix)	CBS	Phil Gordon Agency, Inc.
Suspense	Electric Auto-Lite Co. (Spark Plugs, Batteries, Etc.)	CBS	Cecil & Presbrey, Inc., Ruthrauff & Ryan, Inc. (Canada) National Export Adv. Service. Inc. (Hawaii)
Symphonette	Longines-Wittnauer Watch Co., Inc.	CBS	Victor A. Bennett Co., Inc.

T

Tarzan	General Foods Corp. (Krinkles, Post Toasties)	CBS	Foote, Cone & Belding

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Taylor Grant & News	P. Lorillard Co. (Old Gold Cigarettes)	ABC	Lennen & Newell, Inc.
Ted Husing Sports Roundup	Dr. Pepper Co. (Soft Drink)	CBS	Ruthrauff & Ryan
Tennessee Ernie	Toni, Inc. (Prom Home Permanent, White Rain Shampoo)	ABC	Weiss & Geller, Inc.
Theater Guild on the Air	U. S. Steel Corp. (Institutional)	NBC	B.B.D. & O., Inc.
Thread Winder	Book Associates (Books)	CBS	Huber Hoge & Sons
The Big Show	Whitehall Pharmacal Co. (Anacin)	NBC	John F. Murray Adv. Agency, Inc.
The Doctor's Wife	Ex-Lax, Inc.	NBC	Warwick & Legler, Inc.
The Gabby Hayes Show	Quaker Oats Co. (Quaker Oats & Mother's Oats)	Mutual B.S.	Sherman & Marquette, Inc.
The Hollywood Story	Lewis Food Co. (Dog and Cat Food)	CBS	Rockett-Lauritzen
The National Farm and Home Hour	Allis-Chalmers Mfg. Co. (Farm Equipment)	NBC	Bert S. Gittine
The Paula Stone Show	Amana Refrigeration Inc. (Food Freezers)	Mutual B.S.	Maury, Lee & Marshall
The Peggy Lee Show	General Motors Corp. (Oldsmobile Div.)	CBS	D. P. Brother & Co.
The Lineup	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Sons, Inc.
The Private Files of Matthew Bell	Seabrook Farms Co. (Frozen Foods)	Mutual B.S.	Hilton & Riggio, Inc.
The Railroad Hour	Assn. of American Railroads (Institutional)	NBC	Benton & Bowles, Inc.
The Shadow	Wildroot Co., Inc. (Wildroot Toilet Preparations and Frostilla Hand Lotion)	Mutual B.S.	B.B.D. & O.
The Telephone Hour	The Bell Telephone System (Institutional)	NBC	N. W. Ayer & Son, Inc.
The Tide Show, Starring Jack Smith, Dinah Shore, Ginny Simms	Procter & Gamble (Tide)	CBS	Benton & Bowles, Inc.
The Vick News With Ed Pettitt	Vicks Chemical Co. (Vick Cough Drops, Cough Syrup and VapoRub)	Mutual B.S.	Mores International, Inc.
The Voice of Firestone	Firestone Tire & Rubber Co. (Tires and Tubes)	NBC	Sweeney & James Co.
The Voice of Prophecy	General Conference of Seventh Day Adventists (Institutional)	ABC	Western Adv. Agency
The Whistler	Signal Oil Co. (Gasoline)	CBS	Barton A. Stebbins Adv. Agency
The Woman in My House	Manhattan Soap Co., Inc. (Sweetheart Soap)	NBC	Scheidler, Beck & Werner, Inc.
The World Today	National Biscuit Co. (Milk Bone Dog Biscuit)	CBS	McCann-Erickson, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The World Today With Carroll Alcott	Wildroot Co., Inc. (Shampoo)	CBS	B.B.D. & O.
Theater of Famous Radio Players	Lewis Food Co. (Dog & Cat Food Prods.)	CBS	Rockett-Lauritzen
This Is Nora Drake	Seeman Brothers, Inc. (Air Wick and Nylast)	CBS	Wm. Weintraub & Co., Inc.
This Is Your FBI	Equitable Life Assurance Society of U. S. (Insurance)	ABC	Warwick & Legler, Inc.
Time for Betty Crocker	General Mills, Inc. (Kitchen-Tested Flour, Softasilk Cake Flour, Cake Mixes and Other Products)	ABC	Dancer-Fitzgerald-Sample, Inc.
Titus Moody Speaking	Wildroot Co., Inc. (Wildroot Toilet Preparations and Frostilla Hand Lotion)	Mutual B.S.	B.B.D. & O.
Tom Corbett, Space Cadet	Kellogg, Inc. (Cereals & Other Products)	ABC	Kenyon & Eckhardt, Inc.
Tom Harmon's Sports Taps	Bank of America National Trust & Savings Association	CBS	Chas. R. Stuart Advertising
Top Guy	American Chicle Co. (Clorets Chlorophyl Gum)	ABC	Dancer-Fitzgerald-Sample, Inc.
Tom Hanlon's Sports Calendar	J. B. Williams Co. (Aqua Velva)	CBS	J. Walter Thompson Co.
Top of the Morning Ralph Story Show	Bank of America National Trust & Savings Assn.	CBS	Chas. R. Stuart Adv.
True Detective Mysteries	Motorola, Inc. (Radios and TV Sets)	Mutual B.S.	Aubrey, Finlay, Marley & Hodgson, Inc.
True Detective Mysteries	Williamson Candy Co. (Oh Henry Candy Bars)	Mutual B.S.	Aubrey, Finlay, Marley & Hodgson, Inc.
Truth or Consequences	Pet Milk Co.	NBC	Gardner Advertising Co.
Tulip Time in Holland	Holland Furnace Co. (Heating & Air Conditioning Equipment)	CBS	Roche, Williams & Cleary, Inc.
TV Book	Book Associates (Books)	CBS	Huber Hoge & Sons
Twenty Questions	Wildroot Co., Inc. (Wildroot Toilet Preparations)	Mutual B.S.	B.B.D. & O.

V

Victor H. Lindlahr	Serutan Co. (Serutan, Nutrex, R-D-X, Sedagel, Lemel, Hi-V, Journal of Living, Geritol, Histaline)	ABC	Franklin Bruck Adv. Corp.
Visitin' Time	Morton Salt Co.	CBS	Klau-Van Piertersom-Dunlap Assoc., Inc.
Voice of Prophecy	Voice of Prophecy, Inc. (Religious)	Mutual B.S.	Western Advertising, Inc.
Vaughn Monroe Show	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	NBC	William Esty Co., Inc.

W

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Walk a Mile With Win Elliott	R. J. Reynolds Tobacco Co.	CBS	Wm. Esty Co., Inc.
Walter Winchell	Warner-Hudnut, Inc. (Home Permanent, Shampoo & Other Products)	ABC	Kenyon & Eckhardt, Inc.
Welcome Travelers	The Procter & Gamble Co. (Lava, Spic & Span, Joy, Prell)	NBC	The Biow Co.
Wendy Warren and the News	General Foods Corp. (Diamond Crystal Salt, Post Bran Flakes)	CBS	Benton & Bowles, Inc.
What's My Line?	Jules Montenier, Inc. (Stopette Deodorant)	CBS	Earle Ludgin Co.
Wheaties Scoreboard	General Mills, Inc. (Wheaties)	Mutual B.S.	Knox-Reeves Adv.
When a Girl Marries	Seeman Bros., Inc. (Nylast, Air Wick)	ABC	Wm. H. Weintraub & Co., Inc.
Whispering Streets	General Mills, Inc. (Bisquick, Crustquick, Wheaties)	ABC	Knox-Reeves Adv., Inc.
Wild Bill Hickok	Kellogg Co. (All Kellogg Products)	Mutual B.S.	Leo Burnett Co., Inc.
Woman of the Year	General Mills, Inc. (Kix and Other Products)	Mutual B.S.	Tatham-Laird, Inc.
Women's News Desk With Ruth Ashton	Hills Brothers Coffee, Inc. (Coffee)	CBS	N. W. Ayer & Sons, Inc.

Y

You Bet Your Life	De Soto–Plymouth Dealers (Automobiles)	NBC	B.B.D.O., Inc.
Your Guide to Good Living	Doubleday & Co. (Books)	CBS	Thwing & Altman, Inc.
Your Home Beautiful	Benjamin Moore & Co. (Paints and Varnishes)	Mutual B.S.	St. Georges & Keyes
Young Dr. Malone	Procter & Gamble Co. (Crisco, Joy)	CBS	Compton Advertising, Inc., The Biow Co., Inc.
Young Dr. Malone	Procter & Gamble Co. (Ivory Flakes, Lilt)	NBC	The Biow Co.
Young Widder Brown	Sterling Drug, Inc. (Bayer Aspirin, Dr. Lyons' Tooth Powder, Energine Cleaning Fluid, Phillips' Milk of Magnesia, Ironized Yeast, Astring-O-Sol, Mulsified Coconut Oil Shampoo)	NBC	Dancer-Fitzgerald–Sample, Inc.
Your Land and Mine	General Motors Corp. (Institutional)	ABC	Kudner Agency, Inc.
Your Hit Parade	The American Tobacco Co. (Lucky Strike Cigarettes)	NBC	Batten, Barton, Durstine & Osborne, Inc.

COMMERCIAL TV PROGRAMS—1952

(Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1952. The programs listed are for the 12-month period ending Dec. 31, 1952. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

A

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
AB W's Green Thumb	Participating	WTAR-TV	
A. C. Gilbert Model Railroad Club	A. C. Gilbert Co.	KING-TV	
A Word from Vera	Linco Bleach (Bleach)	WBKB	Ruthrauff & Ryan
Across the Counter	Woodward & Lothrop (Dept. Store)	WMAL-TV	James S. Beattie Adv.
Action Theatre	Floyd Rice Ford Dealer	WXYZ-TV	
Adventure	Dayton Bread Co.	WLW-D	Herman Hutzler
Adventures of Patches	Von's Grocery Co.	KNBH	Mogge Privett Inc.
Afternoon Edition with Robert Hurleigh	Walgreen's Drug Store	WGN-TV	Schwimmer & Scott, Inc.
Afternoon Theater	Son-El	KRLD-TV	
Alan Young Show	Esso Standard Oil Co. (Lubricants)	CBS-TV	Marschalk & Pratt Co.
All Aboard	Lionel Corp. (Model Trains)	CBS-TV	Buchanan & Co.
Allen Jackson & "News of the Night"	N. Y. Chevrolet Dealers Assn.	WCBS-TV	Campbell-Ewald, Inc.
Alex Drier News	Home Federal Savings	WNBQ	Advertising Div. Co.
All American Sports Review	Ed Wells (Pontiac)	KPIX	Bruce Sedley
All Star Revue	Pet Milk Sales Corp. (Pet Evap. Milk)	NBC-TV	Gardner Adv. Co.
Amazing Mr. Malone	Seiberling Rubber Co. (Tires)	ABC-TV	Meldrum & Fewsmith, Inc.
Amos 'n' Andy	Blatz Brewing Co. (Blatz Beer)	CBS-TV	Wm. H. Weintraub & Co.
American Forum of the Air	Bohn Aluminum & Brass Co. (Aluminum)	NBC-TV	Zimmer-Keller, Inc.
America's Town Meeting of the Air	Reichhold Chemical Co. (Institutional)	ABC-TV	MacManus, John & Adams, Inc.
Andy Gustafson	Adams Engineering (Glass Jalousies)	WTVJ	
Animal Fair	Kasco-Babcock	WSPD-TV	
Anniversary Party	Tony's Bakery	WSPD-TV	
Ann Alden	Stripling's (General Mdse.)	WBAP-TV	Howard Carraway
Answer Me This	Participating	WNHC-TV	
Arden Varieties	Arden Farms	KFMB-TV	Phillips-Ramsay
Armchair Adventure	Brenner Mtr. Sales	WSPD-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Armstrong's Circle Theater	Armstrong Floor Coverings (Building Materials)	NBC-TV	BBD & O, Inc.
Art Linkletter's House Party	Pillsbury Mills, Inc. (Flour, Cake Mixes, Etc.)	CBS-TV	Leo Burnett Co., Inc.
Art Linkletter's House Party	Kellogg Co. (All Products)	CBS-TV	Leo Burnett Co., Inc.
Art Linkletter's House Party	Lever Brothers Co. (Surf)	CBS-TV	N. W. Ayer & Sons, Inc.
Art Linkletter's House Party	Green Giant Co. (Peas, Corn, Etc.)	CBS-TV	Leo Burnett Co., Inc.
Arthur Godfrey Time	French Sardine Co. (Star-Kist Tuna)	CBS-TV	Rhodes & Davis Advertising Agency
Arthur Murray Party	Arthur Murray Dance Studios	DuMont	Ruthrauff & Ryan
Ashland Serenade	Ashland Oil & Refining	WSAZ-TV	Byer & Bowman
At Arthur Murray's	Arthur Murray	WWJ-TV	Cox & Dunbarger
At Home Show	C. H. Masland & Sons (Masland Rugs and Sportsmen's Clothes)	ABC-TV	Anderson & Cairns, Inc.
Auto Racing from the Dayton Speedway	Participating	WLW-D	
Away You Go	Colonial Air Lines	WJZ-TV	Hilton & Riggio

B

Bachelor's Haven	Pearson Pharmacal (Ennds)	KNXT	Harry B. Cohen, New York
Balance Your Budget	Sealy Mattress Co.	CBS-TV	Olian & Bronner, Inc.
Barn Dance	Bewley Mills	WBAP-TV	Glenn Adv.
Barry Gray	Sealy Mattress Michaels Brothers	WABD	Getschal
Batting Practice	Walgreen Company	WGN-TV	Schwimmer & Scott
Battle of the Ages	The Serutan Co.	CBS-TV	Franklin Bruck Adv.
Battle of the Ages	The Serutan Co. (Serutan, Ceritol)	DuMont	Franklin Bruck Adv.
Beat the Clock	Sylvania Electric Products, Inc.	CBS-TV	Cecil & Presbrey, Inc.
Beauty Clinic	Good Housekeeping Shops, Inc. (Samson's Enterprises, Inc.)	WTMJ-TV	Loise Mark & Associates
Beauty's No Mystery	Michael's Beauty Salon	KRLD-TV	
Behind Your Telephone	Southwest Bell Telephone Co.	WKY-TV	Lowe Runkle Co.
Beneath the Tower	City of Paris Dept. Store	KRON-TV	G. R. Grimaldi
Bert Parks' Show	General Foods Corp. (Birdseye Foods, Swansdown, Jello, Maxwell House Coffee)	CBS-TV	Young & Rubicam, Inc.
Betty Crocker Star Matinee	General Mills, Inc. (Bisquick, Cheerios, Flour and Other Products)	ABC-TV	Dancer-Fitzgerald-Sample
Beulah	Procter & Gamble Co. (Dreft & Oxydol)	ABC-TV	Dancer-Fitzgerald-Sample
Bible Stories	Smithfield Packing Co.	WTAR-TV	Ferguson-Kennerly
Biff Baker, U.S.A.	American Tobacco Co. (Lucky Strike)	CBS-TV	B. B. D. & O.
Big Game Hunt	Beckwith Evans Rugs	WXYZ-TV	
Big Seven Football Games	Phillips Petroleum (Petroleum Products)	WOW-TV	Lambert-Feasley Advertising

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Big Town	Lever Brothers Co. (Rinso, Spry)	CBS-TV	Ruthrauff & Ryan, Inc.
Birthday Party	Wm. H. Heinemann (Bakery)	WTMJ-TV	Mautner Agency
Blue Flame Theater	So. California Gas Co. (Appliances)	KNXT	McCann-Erickson
Bob Atcher Show	Beatrice Foods (Meadow Gold Products)	WOW-TV	Cary-Hill Advertising
Bon Tempi Italian Cookery	Participating	WNHC-TV	
Boston Blackie	Speidel Watch Bands (Yes Tissues)	WABD	S. S. C. & B.
Bowling Champions	Pfeiffer Brewing Co.	WXYZ-TV	Maxon Agency
Bouquets and Bonuses	Allied Florists	WAAM	Bozelle Jacob
Breakfast Playhouse	Allen Christopher	WXYZ-TV	Allen Christopher
Break the Bank	Bristol-Myers Co. (Ammen, Sal Hepatica, Mum, Ipana Tooth Paste, Vitalis, Bufferin, Trushay)	CBS-TV	Doherty, Clifford, Steers & Shenfield, Inc.
Bride & Groom	General Mills, Inc. (Bisquick, Crustquick, Cake Mix)	CBS-TV	Dancer, Fitzgerald & Sample, Inc. and Knox Reeves Advertising, Inc.
Brighten Up Your Home	South East Furniture	KDYL-TV	Ross Journey & Assoc.
Bubble-up Scoreboard	Vess Beverage	WLW-C	Kelly & Lamb
Buckskin Dan	International Shoe Co.	KRON-TV	Raymond L. Sines
Broadway to Hollywood	Tidewater Associated Oil Co. (Tydol)	DuMont	Lennen & Newell, Inc.
Bullets Basketball	Hals Brewery	WAAM	Joseph Katz Co.
Burns & Allen	Carnation Co. (Evaporated Milk)	CBS-TV	Erwin, Wasey & Co., Inc.
Buyer for a Day	Namm-Loeser's (Dept. Store)	WJZ-TV	

C

Cactus Jim	Participating	WNBQ	
Cactus Pete	Participating	WLW-D	
California Living	Maxwell House Coffee	KNXT	Benton & Bowles
Camel News Caravan	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	NBC-TV	Wm. Esty Co., Inc.
Canine Comments	Capitol Distributors	WFAA-TV	
Cameo Theater	Riggio Tobacco Corp. (Regent Cigarettes)	NBC-TV	Brooke, Smith, French & Dorrance, Inc.
Candy Carnival	Hawley & Hoops, Inc. (M & M Candy)	CBS-TV	Wm. Esty Co., Inc.
Canine Corner	Dr. Ross Dog and Cat Foods	KFMB-TV	Rockett-Lauritzen
Capitol News	Amer. Radiator & Standard Sanitary Corp.	WLW-C	
Captain Fortune	Participating	KPIX	
Captain Video	General Foods Corp. (Post Cereals)	DuMont	Benton & Bowles, Inc.
Cardinals Quarterback Club	Boyer Laboratories, Inc. (H-A Hair Arranger)	WGN-TV	Schwimmer & Scott, Inc.
Captain Z-Ro	Kendall Food (Dog Food)	KRON-TV	Dan B. Miner
Carefree Carnival	Baker's Hair Tonic	KRLD-TV	Gandy Owens
Carpet Theater	Arthur Fleischman Carpet Co.	WXYZ-TV	
Cartoon Circus	Laura Scudder Foods	KRON-TV	Ley and Livingston

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Cartoon Club	John Graf Co. (Soft Drinks)	WTMJ-TV	Al Herr Adv. Agency
Cartoon Theater	Mason's Root Beer (Soft Drink)	WTTG	H. J. Kaufman & Associates
Carson, Kit	Coca Cola Bottling Co. of California	KRON-TV	D'Arcy Adv. Co.
Cases of Eddie Drake	Falls City (Beer)	WTTV	Prater
Cavalcade of Books	St. Cal. Booksellers Assoc. (Books)	KNXT	Jack Case Advertising Agency
Cavalcade of Sports	Gillette Safety Razor Co. (Razors and Blades)	NBC-TV	Maxon, Inc.
Cavalcade of Stars	Drug Store Television Productions (Drugs)	DuMont	Product Advertising Corp.
CBS Television News, With Douglas Edwards	General Motors Corp. (Oldsmobile Cars)	CBS-TV	D. P. Brother Co., Inc.
Celebrity Guest	Socony Vacuum	WPIX	Compton Adv.
Celanese Theater	Celanese Corp. of America (Acetate Fabrics)	ABC-TV	Ellington & Co., Inc.
Celebrity Time	B. F. Goodrich Co. (Tires)	CBS-TV	B. B. D. & O.
Centennial Television Theater	Centennial Flour	KING-TV	Seattle, Wash.
Chance of a Lifetime	P. Lorillard Co. (Old Gold Cigarettes)	ABC-TV	Lennen & Newell, Inc.
Challenge of the '50s—Years of Crisis	American Oil Co. (Amoco Gasoline and Other Petroleum Products)	CBS-TV	The Joseph Katz Co.
Challenge Theater	Challenge Cream and Butter Association	KRON-TV	Davis and Co.
Chandler Trio	Ironrite	WTTV	
Charlie Wild, Detective	Wine Corp. of America (Mogen David Wine)	DuMont	Weiss & Geller, Inc.
Checkerboard TV Newsreel	Ralston-Purina Co.	WBAP-TV	Lowe Runkle
Chester the Pup	Holsum Products Co. (Foods)	WTMJ-TV	Sid Stone Adv. Agency
Chevrolet Movie Hits	Chevrolet Dealers (Cars)	KRON-TV	Campbell-Ewald
Chicago at Nite	Nelson Bros. (Furniture)	WBKB	Geo. Hartman Agency
Chicago Bears Quarterback Club	Standard Oil Co.	WNG-TV	McCann-Erickson, Inc.
Chicago Weather	Best Foods (Shinola Shoe Polish)	WBKB	Earle Ludgin & Co.
China Smith	Weill Furniture	WXYZ-TV	Alpert Agency
Chinchilla Story	Stewart Chinchilla Ranch	WKRC-TV	Dickson & Wade Advertisers
Chords & Comments	Participating	WTAR-TV	
Chit Chat	Participating	WOOD-TV	
Chuck Wagon	S. C. Johnson & Son (Glo-Coat)	KNBH	Needham, Louis & Brorby
Cinema Carnival	Muntz Car Co. (Automobiles)	KNBH	Michael Shore Adv.
Classic Theater	Italian Assn. (Various Italian Products)	WBKB	Alberto Conti, Inc.
Claudia	General Foods Corp. (Swansdown Cake Mixes and Maxwell House Coffee)	NBC-TV	Young & Rubicam, Inc.
Club Polka	E. and B. Brewing Co.	WXYZ-TV	Simons Michelson
Coast Conference Football Highlights	Tide Water Associated Oil Co.	KING-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Coffee And	Participating	WNBQ	
Coiffeurs by Autry	Autry's Beauty Salon	KRLD-TV	Carrie Rowland
Colgate Comedy Hour	Colgate-Palmolive-Peet Co. (Ajax, Palmolive Soap, Halo, Dental Cream)	NBC-TV	Ted Bates & Co.
Community Theater	Community Builders, Inc.	WGN-TV	Kuttner & Kuttner
Comedy Cameos	Cameo Curtains	WJZ-TV	Product Service Inc.
Compo Comedy Theater	Compo-Miracle Prod. Co.	WGN-TV	David Ettleson & Assoc.
Connecticut Spotlight	Edward Malley Co. (Dept. Store)	WNHC-TV	
Continental Weather	Continental Trailways	KRLD-TV	Lannan & Sanders
Cook's Book	Oklahoma Gas & Electric Co.	WKY-TV	
Cowboy Classics	Continental Baking (Wonder Bread)	WOW-TV	Ted Bates, Inc.
Courtesy Television Theater	Courtesy Motors	WGN-TV	Malcolm-Howard Adv. Agency
Cowboy Thrills	Everybody's Dept. Store	WBAP-TV	J. T. Holmes & Assoc.
Craig Kennedy	Acme Bull Dog Beer	KFMB-TV	Foote, Cone & Belding
Crime Syndicated	Schick Inc. (Electric Shavers)	CBS-TV	Kudner Agency, Inc.
Cunningham's News Ace	Cunningham's Drug Stores	WJBK-TV	Simons-Michelson
Curtain Calls	United Mortgage (Mortgage Co.)	WTVJ	
Curbstone Cutup	Cole Finder (Lincoln-Mercury Auto)	WBKB	Rocklin-Irving Co.
Custom Studio Theater	Custom Upholstering Co. (Upholstering)	WTTC	A. W. & L. Advertising

D

Dance Lesson	Arthur Murray Studios	WAAM	Joseph Katz Co.
Dancing School	Fleming Co. (IGA Grocers)	WKY-TV	J. F. Gelders Co.
Dance Time	Vitamin Corp. of America		
Danger	Block Drug Co., Inc. (Amm-I-Dent Tooth Paste, Pycopay Brushes)	CBS-TV	Cecil & Presbrey, Inc.
Dangerous Assignment	Chrysler Dealers of Washington Area	WMAL-TV	McCann-Erickson (Detroit)
Date With Judy	McKesson & Robbins, Inc. (All Products)	ABC-TV	J. D. Tarcher & Company
Date to Dance	Marion Dance Studios (Lessons)	WMAL-TV	James S. Beattie Adv.
Dave Lewis Show	Admiral Distributors	WTTV	
Death Valley Days	Pacific Coast Borax Co. (Twenty Mule Team Borax, Boraxo)	WABD	McCann-Erickson, Inc.
Decorator's Workshop	Sach's Quality Stores	WPIX	
Descoware Show	P. E. Sanford Co.	KPIX	
Del Courtney	Participating	KPIX	
Democratic Nat. Convention	Admiral Corp. (Radios, TV Sets, Etc.)	ABC-TV	Russell M. Seeds Co.
Diamond Jubilee	Vitamin Corp. of America (Rybutol)	ABC-TV	Kastor, Farrell, Chesley & Clifford, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Diamond Theater	Deroys Jewelry	WJAC-TV	Jay Reich
Dick Tracy	Royal Baking	KDYL-TV	Gillham Advertising
Didja Know	Retail Bakers	KFMB-TV	Champ-Wilson Adv.
Nancy Dixon	Cluett Peabody	WWJ-TV	Young & Rubicam
Dollar Derby	Foodtown Dealers	WOOD-TV	
Dorsey Connors	First Federal Savings & Loan	WNBQ	Advertising Div., Inc.
Douglas Fairbanks Presents	Phillips Petroleum (Petroleum Products)	WOW-TV	Lambert-Feasley Advertising
Double or Nothing	Campbell Soup Co.	CBS-TV	Ward Wheelock Co.
Double Play	California Tire Assoc. (Tires)	KRON-TV	Paul Castleman
Dugout Chatter	Lacy's, Inc. (Appliances)	WTTG	H. J. Kaufman & Associates
Down You Go	Toni Products Co. (Hair Preparations)	DuMont	Weiss & Geller, Inc.
Dragnet	Liggett & Myers Tobacco Co. (Fatima Cigarettes)	NBC-TV	Cunningham & Walsh, Inc.
Dreamdate, Brunette, Etc.	Antell's	KLRD-TV	Television Advertising
Drew Pearson	Carter Products Inc. (Arrid, Rise Shave Cream, Nair, Carter's Pills)	ABC-TV	Ted Bates & Co.
Durocher & Day	Stroz Brewing Co. (Beer)	WOW-TV	Bozell & Jacobs Advertising
Dunhill News	Dunhill Cigarettes	KFMB-TV	Biow Co., N. Y.

E

Earl Nightingale Program	Bell Savings & Loan Assn.	WGN-TV	M. M. Fisher Associates
Easy Does It	Participating	WTAR-TV	
Easter Parade	Susquehanna Waist Co. (Ship 'n' Shore Blouses)	CBS-TV	Mervin & Jesse Levine, Inc.
Easy Chair Theater	Liggett Drug Co. (Vitamin Corp. of America and Philip Morris Co., Ltd., Inc.)	WABD	Duane-Jones Co., Inc., The Biow Co.
Eisenhower Speech	Michigan for Eisenhower Committee	CBS-TV	Young & Rubicam, Inc.
Election Night Coverage	Admiral Corp. (Radios, TV Sets, Etc.)	ABC-TV	Russell M. Seeds Co.
Electrical Living	Utah Power and Light	KDYL-TV	Gillham Advertising
Electric Theater	Detroit Edison	WXYZ-TV	Campbell-Ewald
Ellery Queen	Kaizer-Fraser Corp. (Cars)	ABC-TV	Wm. H. Weintraub & Co.
Evans Feature Film	Evans Fur Co.	WGN-TV	Arthur Meyerhoff & Co.
Evening News	Philip Morris (Dunhill)	WABD	Keystone Advertising

F

Faith for Today	Voice of Prophecy, Inc. (Institutional)	ABC-TV	Laughlin-Wilson, Baxter & Parsons
Fairmeadows, U.S.A.	Johns-Manville Corp. (Building Materials)	NBC-TV	J. Walter Thompson Co.
Falstaff TV Theater	Falstaff Beer		Dancer, Fitzgerald & Sample
Famous Fights	Adam Hat Stores, Inc. (Hats)	DuMont	Hirshon-Garfield, Inc.
Famous Playhouse	Heileman Brewing (Beer)	WOW-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Famous Theater	Famous Furniture	WXYZ-TV	W. B. Donner
Far West Boys Club Boxing	Far West Motors	KPIX	Robert B. Selby & Assoc.
Fascinating Rhythm	Future Age Furniture	WTVJ	
Fashion Forecast	Meacham's Dept. Store (Clothes)	WBAP-TV	
Fashion Notes	Singer's Women's Apparel Shop	WTMJ-TV	Al Plotkin Adv. Agency
Fashion Review	Ray's Dept. Store	WLW-D	Carr Advertising
Faye Stewart—KPIX Kitchen	Participating	KPIX	
Feature Boxing	American Home Products (Aero-Shave)	WABD	Geyer Adv., Inc.
Feature Boxing	The Bayuk Co. (Phillies)	WABD	Ellington & Co., Inc.
Felber Theater (Front-Page Detective)	Felber Biscuit Co.	WLW-C	Harry Miller Inc.
Feminine Angle	Hampshire Hosiery	WXYZ-TV	Bahn Agency
Figure Perfect	Meltzers (Hotpoint Appliances)	WTVJ	
Files of Jeffry James	Pearson Pharmacal (Ennds)	KING-TV	
Film Funnies	Read's Drug Stores	WAAM	
Film Series	National Brewing Co. (Beer)	WGN-TV	Kenyon & Eckhardt, Inc.
Fireside Theater	Procter & Gamble Co. (Ivory, Crisco, Duz)	NBC-TV	Compton Adv. Inc.
First Time Voters	Acme Brewing Co. (Beer)	KNBH	Roy S. Durstine, Inc.
First Hundred Years	Procter & Gamble (Tide, Spic & Span)	CBS-TV	Benton & Bowles, Inc.
Flying Tigers	Johnson Candy Co. (Candy)	DuMont	Franklin Bruck Advertising
Food Facts	Rich Plan (Freezer and Food Plan)	KRON-TV	Calvert and Perry
Football Highlights	First National Bank	KFMB-TV	Phillips Ramsay
Football This Week	National Carbon Co. (Prestone Antifreeze)	WABD	Wm. Esty Co., Inc.
Footlight Theater	General Foods Corp. (Sanka Coffee, Swansdown Flour)	CBS-TV	Young & Rubicam, Inc.
Ford Festival	Ford Motor Co. (Automobiles)	NBC-TV	J. Walter Thompson Co.
Foreign Intrigue	Lucky Lager Brewing Co. (Beer)	KNBH	McCann-Erickson, Inc.
Four-Star Playhouse	Patricia Stevens, Inc.	WBKB	Arthur Meyerhoff, Inc.
Forty-Eighth Street Theater	Goldberg Fashion Forum	WGN-TV	George H. Hartman Co.
Frankie Albert Show	S. F. Milk Ind. (Dairy Products)	KRON-TV	Brisacher, Wheeler
Fred Waring Show	General Electric Co. (GE Household Appliances, Lamps, Radios, TV Sets)	CBS-TV	B. B. D. & O.
Freshie Fun Time	Langendorf Bakeries	KRON-TV	Russell, Harris and Wood
Front Page Detective	Rayco Manufacturing Co. (Auto Seat Covers)	WABD	Robert B. Grade Company
Fur Fun	E. J. Donovan (Chinchillas)	KNXT	Allan Lane & Associates

G

Gadabout Gaddis	Evinrude Motors	WTMJ-TV	Cramer-Krasselt Co.
Gabby Hayes Show	Peter Paul, Inc. (Candy)	NBC-TV	Maxon, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Gangbusters	Liggett & Myers Tobacco Co. (Fatima Cigarettes)	NBC-TV	Cunningham & Walsh, Inc.
Garry Moore Show	Chr. Hansen's Laboratories, Inc. (Junket Brands Division—Desserts and Puddings)	CBS-TV	McCann-Erickson, Inc.
Gayelord Hauser Show	Minute Maid Corp. (Frozen Orange and Lemon Juice)	ABC-TV	Ted Bates & Co.
The Gaylords	Ohio China	WSPD-TV	Toledo, O.
Gene Autry	Wm. Wrigley, Jr., Inc. (Doublemint Chewing Gum)	CBS-TV	Ruthrauff & Ryan, Inc.
Ginka	Mayer-Hughes Co. (Home Furnishings)	WTMJ-TV	Sid Stone Adv. Agency
Give & Take	Cannon Mills, Inc. (Towels)	CBS-TV	Young & Rubicam, Inc.
Gold Label Round Table	Acme Breweries	KPIX	Roy S. Durstine
Goin' Steady	Speedway 79 Gasoline	WXYZ-TV	W. B. Doner
Golden State Movie Time	Golden State Dairy	KRON-TV	Guild, Bascom and Bonfigli
Good Cooking	Michigan Consolidated Gas Co.	WWJ-TV	Fred M. Randall
Good Living	Participating	WNBQ	
Goodyear Television Playhouse	Goodyear Tire & Rubber Co. (Tires)	NBC-TV	Young & Rubicam, Inc.
Grand Marquee	Hauser Nash Sales	WNBQ	Guenther-Bradford
Grandstand Quarterbacks	Whitney's Dept. Store	KFMB-TV	Eves Advertising
Gretchen Colnik	Interstate Bakeries Corp.	WTMJ-TV	Sid Stone Advertising Agency
Grissom Theater	Grissom Motors	WXYA-TV	Castle-Werner
Gruen Playhouse	Gruen Watch Co.	DuMont	McCann-Erickson, Inc.
Guess What	Wine Corp. of America (Mogen David Wine)	DuMont	Weiss & Geller, Inc.
Gwaltney TV Theater	Gwaltney Meat Packing	WTAR-TV	Courtland B. Ferguson

H

Hail the Champ	Fred W. Amend Co. (Chuckles Candy)	ABC-TV	Henri, Hurst & McDonald, Inc.
Half Hour Variety Show	Sure Save Food Mart, Inc.	WGN-TV	Kuttner & Kuttner, Inc.
Half Hour Youth Program	Klee Bros.		Kuttner & Kuttner, Inc.
Hall of Fame & Royal Playhouse	Pate Oil Co.	WTMJ-TV	Al Herr Adv. Agency
Hallmark Hall of Fame	Hall Brothers, Inc. (Greeting Cards)	NBC-TV	Foote, Cone & Belding
Hand to Heaven	First Pilgrim Church	WMAL-TV	
Handy Andy	Romney Lumber Co.	KDYL-TV	Ted Anderson Advertising
Hank the Handyman	Butter Hdwe. & Woodwork Co.	WTMJ-TV	Mautner Agency
Happy's Party	Florida Citrus Commission (Fruit)	DuMont	J. Walter Thompson Co.
Happy Birthday to You	Circus Foods	KRON-TV	Batten, Barton, Durstine and Osborn
Happy Valley Gang	Winterlein (Meats)	WTTV	
Harry Owens' Show	United Air Lines	KNXT	N. W. Ayer & Son, Inc.
Hawkins Fall	Lever Brothers Co. (Surf)	NBC-TV	N. W. Ayer & Son, Inc.
Hayloft Frolic	Indiana Farm Bureau Coop.	WTTV	
Heart of the City	State Sample Dept. Store	WXYZ-TV	Luckoff, Wayburn & Frankel

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Heart Throb Theater	Hub Appliances	WXYZ-TV	W. B. Doner
Headline Edition	Philip Morris & Co., Ltd., Inc. (Dunhill Cigarettes)	WABD	Keystone Advertising
Hello Girls	Boydell Paints	WXYZ-TV	Castle-Werner
Henri's Hollywood	Henri's Beauty Salon	KRLD-TV	
Herb Shriner Time	Cluett, Peabody & Co., Inc. (Arrow Shirts and Ties)	ABC-TV	Young & Rubicam, Inc.
Herbie Mintz Show	P. A. Starch Piano Co.	WNBQ	Geo. H. Hartman Co.
High School Quiz	Participating	WNHC-TV	
Hockey	Stroh Brewing	WXYZ-TV	Zimmer-Keller
Hoffman Huddle	Hoffman Television	KFMB-TV	Foote, Cone & Belding
Hoffman Sportlights	Chessher-Packard Motors	KEYL	Cusick, Schwerke & Wild
Holiday in Paris	Rogers Jewelry, Indianapolis	WTTV	
Hollywood Headlines	Participating	WTAR-TV	
Hollywood Reporter	American Wholesalers (Serta Mattresses)	WTTG	Cohen & Miller Advertising
Hollywood Screen Test	Ironrite, Inc. (Ironing Machines)	ABC-TV	Brooke, Smith, French & Dorrance, Inc.
Hollywood Showcase	Associated Hospital Service	WGN-TV	Malcolm-Howard Adv. Agency
Hollywood Road to Fame	Wilshire Beverages (Creme-O-Coca)	KNXT	Factor-Breyer
Hostess House	Philip Shields, Inc. (Interior Decorators)	WLW-D	Carr Advertising
Hot Rods	Floyd Rice Ford Dealer	WXYZ-TV	
Hour of Decision	Billy Graham Ev. Assn. Inc. (Institutional)	ABC-TV	Walter F. Bennett & Co.
House Party	Style Crest Co.	WBKB	Richard Hirsch Adv.
Howdy Doody	Galliker	WJAC-TV	Cavanaugh-Morris
How To	J. L. Hudson	WWJ-TV	Raymond Morgan

I

I Love Lucy	Philip Morris & Co., Ltd., Inc.	CBS-TV	The Biow Co., Inc.
I Married Joan	General Electric (Major and Small Appliances)	NBC-TV	Young & Rubicam, Inc.
IGA Movie Quick Quiz	IGA Grocers	KDYL-TV	Featherstone Advertising
Indiana University	L. Strauss of Indianapolis	WTTV	
Information Please	General Electric Co. (GE Household Appliances, Lamps, TV Sets, Radios)	CBS-TV	B. B. D. & O.
Inspector Mark Saber, Homicide Squad	Sterling Drug, Inc. (Bayer Aspirin Tablets, Philips' Milk of Magnesia, Philips' Toothpaste)	ABC-TV	Dancer-Fitzgerald-Sample
It's News to Me	Andrew Jergens Co. (Lotions, Creams)	CBS-TV	Robert W. Orr Associates
It's a Good Ideal & Person to Person	Pacific Tel. and Tel.	KING-TV, Seattle, Wash.	
It Happened Today	Widemann Beer	WTTV	Tatham-Laird
Interview With Bud Foster	Remar Bakery (Sunbeam Bread)	KRON-TV	Elliott, Goetz and Boone
Italian Swiss Movie Hits	Italian Swiss Colony Wine	KRON-TV	Honig-Cooper
It's a Fact	Safeway Stores (Lucerne Milk)	KRON-TV	J. Walter Thompson

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
It's a Good Idea	Pacific Telephone & Telegraph Co.	KNBH	B. B. D. & O.
It's Easy	The Emporium (Dept. Store)	KRON-TV	Merchandising Factors

J

Jack Benny Show	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	B. B. D. & O.
Jazz Nocturne	E and B Brewing Co.	WXYZ-TV	Simons-Michelson
Jerry Fielding Show	Aldon Construction (Homes)	KNXT	Stiller-Rouse
Jim Boyd Sings	The Army Store	WFAA-TV	
Jim Simpson, Sports	Lo Rocca, Inc. (Dodge-Plymouth)	WTOP-TV	Harwood Martin Adv.
Jimmy Wakely Show	Coleman Dealers (Furnaces)	KNXT	John Riordan
Joe Mulvehill—News	Central Cadillac Co.	WNBK	
Juvenile Jury	Minnesota Mining & Mfg. Co. (Scotch Cellophane Tape)	NBC-TV	B. B. D. & O.

K

Kate Smith Show	Cannon Mills, Inc. (Cannon Sheets and Towels and Hosiery)	NBC-TV	N. W. Ayer & Son
Keep Posted	Curtis Publishing	DuMont	B. B. D. & O.
Kentucky Derby Preakness Stakes	Gillette Safety Razor Co. (Shaving Cream, Razors, Blades)	CBS-TV	Maxon, Inc.
Kids & Company	International Shoe Co. (Red Goose Shoes)	DuMont	D'Arcy Advertising Co.
Kid's Capers	Participating	KPIX	
Kids' Karnival Kwiz	National Tea Stores (Grocery)	WBKB	Schwimmer & Scott
Kieran's Kaleidoscope	Thompson's Dairy	WMAL-TV	Lewis Edwin Ryan, Inc.
King Calico	Nicolay-Dancey, Inc. (Potato Chips)	WNBQ	Canaday, Ewell & Thurber
Kit Carson	Coca Cola Bottlers	WTTV	
Kitchen Club	Kroger	WSPD-TV	Toledo, O.
Know Your Sports	HiVolt Battery Co.	WTVJ	
Kraft Theater	Kraft Foods Co. (Cheese and Salad Dressing)	KNBH	J. Walter Thompson Co.
Kukla, Fran & Ollie	Radio Corp. of America (Radios, TV Sets, Records)	NBC-TV	J. Walter Thompson Co.
Kraft Television Theater	Kraft Foods Co. (Kraft Deluxe Slices, Velveeta)	NBC-TV	J. Walter Thompson Co.
Kup's Column	Sandra Motors (Automobiles)	WBKB	Larry Stein Adv.
Kurtain Kall	Kambers	WKY-TV	Angelo Advertising

L

Ladies' Day With Lee	Participating	KPIX	
Langford-Ameche Show	Lever Bros. Co. (All Products)	ABC-TV	N. W. Ayer & Son, Inc.
Late Date	Participating	WTAR-TV	
Law of the Land	Domestic Refrigeration (Frigidaire)	WTVJ	
Learn to Dance	Arthur Murray Dance	WOOD-TV	
Leave It to George	Crosley	WTTV	Tevie Jacobs

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Lead Off Man	Nelson Bros. Furniture Co.	WGN-TV	George H. Hartman Co.
Lee Dickens Show	Clearview Louvre & Nat'l Motor Exchange	WTVJ	
Let's Cook	Participating	WTAR-TV	
Let's Go Fishing	Miami Ventilated Awning (Jalousie)	WTVJ	
Let's Go Shopping	Leonard's Dept. Store	WBAP-TV	
Let's Look at Books	Books, Inc.	KPIX	Ray Sines Advertising
Let's Look at the Facts	Employers Association of Chicago	WGN-TV	
Let's Look at Sports	General Cigar Co.	WNBQ	Federal Advertising
Let's Look at the Weather	White's Auto Stores	KRLD-TV	Watts, Payne
Let's Take a Holiday	Socony-Vacuum	WWJ-TV	Compton
Letter to Lee Graham	Red Line Commercial Co. (Bovril)	WJZ-TV	Hilton & Riggio
Levolore Story Theater	Levolore (Venetian Blinds)	WJZ-TV	Friend, Reiss & McGlone
Lt. Palmer of the Police	Kann's Department Store (Miscellaneous)	WTTG	H. J. Kaufman & Associates
Life Begins at 80	The Serutan Co. (Serutan & Geritol)	DuMont	Edward Kletterer Associates
Life of Christ (Film)	Greenlawn Cemetery Association	WTVN	
Life of the Party	Modern Appliance Co.	WAAM	Schnitker-Tracy Advt.
Life Is Worth Living	Admiral Television Corp. (TV Sets)	DuMont	Erwin, Wasey & Co.
Little Lady Party	Helene Pessl, Inc. (Toiletries)	WABD	Silberstein-Goldsmith, Inc.
Life With Linkletter	Green Giant Co. (Niblets, Green Giant Peas)	ABC-TV	Leo Burnett Co., Inc.
Lights Out	Admiral Corp. (TV and Radio Sets, Ranges, Refrigerators)	NBC-TV	Erwin, Wasey & Co., Inc.
Linger Awhile	Modern TV	WXYZ-TV	Broadcast Products
Live Like a Millionaire	General Mills, Inc. (Wheaties, Bisquick, Crustquick)	CBS-TV	Knox-Reeves Advertising, Inc
Live Wrestling	Sommers Drug Stores	WOAI-TV	Thomas F. Conroy, Inc.
Little Amateurs	Mrs. Drenk's Foods, Inc.	WTMJ-TV	Sid Stone Adv. Agency
Little Lady Party	Helene Pessel	WABD	Silberstein-Goldsmith
Little Theater	Falstaff Beer	WTTV	D-F-S
Living Room Theater	Better Living, Inc.	KRLD-TV	Don King, Inc.
Longines Chronoscope	Longines-Wittnauer Watch Co. (Watches)	CBS-TV	Victor A. Bennett Co.
Longines-Wittnauer Thanksgiving Festival	Longines-Wittnauer Watch Co. (Watches)	CBS-TV	Victor A. Bennett Co.
Longines-Wittnauer Christmas Festival			
Lone Ranger	General Mills, Inc. (Cheerios, Bisquick, Cereals and Cake Mixes)	ABC-TV	Dancer-Fitzgerald-Sample
Love of Life	American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin)	CBS-TV	The Biow Co., Inc.
Lux Video Theater	Lever Brothers Co. (Lux Soap)	CBS-TV	J. Walter Thompson Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Madison Square Garden	Jax Beer	KRLD-TV	Fitzgerald
Mages Playhouse	Mages Sporting Goods	WGN-TV	Malcolm-Howard Adv. Agency
Maggi McNellis Show	Riggio Tobacco (Picadilly Cigarettes)	WJZ-TV	Hilton & Riggio
Magic Clown	Bonomo Turkish Taffy	WNBK	Emil Mogul
Mama	General Foods Corp. (Maxwell House Coffee, Minute Rice)	CBS-TV	Benton & Bowles, Inc.
Man About Town	Household Finance Corp.	WWJ-TV	Needham, Louis & Brorby
Man Against Crime	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS-TV	Wm. Esty Co. Inc.
March of Time	Miller Brewing	WSPD-TV	Toledo, O.
Margaret Arlen	Participating	WCBS-TV	
March of Medicine	Smith Kline & French Pharmaceuticals	NBC-TV	
March of Time	Miller Brewing Co.	KFMB-TV	Mathesson & Assoc. (Chicago)
Marmel Theater	Mar-Mel Co. (Midwest Sales Co.)	WGN-TV	Malcolm-Howard Adv. Agency
Marion Snider Trio	Leeco Products	KRLD-TV	
Martin Kane—Private Eye	United States Tobacco Co. (Model, Old Briar, Dill's Best, Tweed)	NBC-TV	Kudner Agency, Inc.
Matinee Playhouse	Participating	WNBQ	
Marshall Rocky	Allen Christopher—Various	WXYZ-TV	Allen Christoper Agency
Martha's Kitchen		WOW-TV	
Mary McAdoo	Security First National Bank	KNBH	Foote, Cone & Belding
Maurice Hair Styles	Dallas Athletic Club Beauty Salon	WFAA-TV	
Meet Mintz	Participating	WNBQ	
Meet the Champ	American Tobacco Co. (Lucky Strike Cigarettes)	ABC-TV	B. B. D. & O. Inc.
Meet the Stars	Participating	WNHC-TV	
Meet the Masters	James Lee & Sons Co. (Carpets and Rugs)	NBC-TV	D'Arcy Adv. Co., Inc.
Meet the Press	Revere Copper & Brass, Inc. (Copper, Brass, Steel Prods.)	NBC-TV	St. Georges & Keyes, Inc.
Meet the UAW-CIO	UAW-CIO	WWJ-TV	Luckoff & Wayburn
Meet the Victim	Max I. Walker (Dry Cleaning and Laundry)	WOW-TV	Holland, Holland and Goodsel
Mexican Jamboree	Commercial Tire Co.	WFAA-TV	
Michigan Outdoors	Altes Brewing	WWJ-TV	McCann-Erickson
Midnight Theater	Save-Way Super Market	WSPD-TV	Toledo, O.
Midweek News Review	A. O. Smith	KRLD-TV	
Milky's Movie Party	Twin Pines Dairy	WJBK-TV	Luckoff & Wayburn
Million Dollar Theater	Weill Furniture	WXYZ-TV	Alpert Agency
Milwaukee Newsreel	Milwaukee Gas Light Co.	WTMJ-TV	Cramer-Krasselt Co.
Milani Family Theater	Milani Co. (Food Products)	KRON-TV	Leonard Shane
Mr. and Mrs. North	Colgate-Palmolive-Peet Co. (Halo Shampoo, Colgate Tooth Paste)	CBS-TV	Sherman & Marquette, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Mr. District Attorney	Bristol-Myers Co. (Ipana, Trushay, Sal Hepatica, Vitalis)	ABC-TV	Young & Rubicam, Inc.
Mister Peepers	Ford Motor Co. (Automobiles and Trucks)	NBC-TV	J. Walter Thompson Co.
Monday Quarterbacks	Hoffman Radio Corp. (TV Sets)	KNBH	Foote, Cone & Belding
Morning Marketing	Kemper-Barrett	KRON-TV	Kemper-Barrett
Morning Show	Hudson Jewelers	KNXT	Action In Advertising
Movie Matinee	Allen Christopher—Various	WXYZ-TV	Allen Christopher Agency
Movies at Midnight	Samson's Enterprises, Inc. (Appliances)	WTMJ-TV	Mautner Agency
Motor City Fights	Pfeiffer Brewing Co.	WXYZ-TV	Maxon Agency
Motion Picture Academy	Rose Jewelers	WXYZ-TV	W. B. Doner
Movies for Kids	International Shoe	KING-TV, Seattle, Wash.	
Movie Theater	Koolvent (Awnings, Storm Doors, Etc.)	WBKB	Herbert S. Laufman
Movie Time Social	Polk Bros. (Furniture & Appliances)	WBKB	Incentive Planners
Musical Penny	Pennington Bread Company	WTVN	Cy Landy
Musically Speaking	New Era Potato Chips	WWJ-TV	Otto & Abbe
Mystery Theater	Four Wheel Brake Service	KRON-TV	John M. Gallagher
My Friend Irma	R. J. Reynolds Tobacco Co., Inc. (Cavalier Cigarettes)	CBS-TV	Wm. Esty Co., Inc.

N

Name's the Same	Avco Mfg. Co. (Bendix Automatic Washers, Clothes Dryers, Ranges, Refrigerators)	ABC-T	Tatham-Laird, Inc.
Nancy Dixon	Cluett-Peabody (Sanforized)	WNBK	Young & Rubicam
Nancy's Kitchen	Participating	WNHC-TV	
National Health Aids, Inc. Talks	National Health Aids, Inc.—Formula #9	WGN-TV	Television Advertising Assoc.
Necchi Theater	Belvedere Co.	KRON-TV	Ross Roy
N. Y. Giants Quarterback Huddle	Miller Brewing Corp. (Beer and Ale)	WABD	Mathisson and Assoc., Inc.
News & Sports	Gulf Oil Co.	WKRC-TV	Young & Rubicam
NBC News Review	United Fidelity Insurance Co.	WFAA-TV	Watts-Payne Adv. Agency
NBC News in Review	Peoples Bank	WLW-D	
NBC Week's News Review	Necchi Sewing Machines	WTTV	Malcolm-Howard
New Home Previews	Gen. Electric Supply Corp. (Appliances)	WMAL-TV	M. Belmont Ver Standig, Inc.
News and Sports	Stark & Wetzel (Meats)	WTTV	Baker, Johnson, Dickinson
News Views	Chicago Federal Savings & Loan	WGN-TV	Critchfield & Co., Inc.
News Headlines	Skelly Oil (Petroleum Products & Skelgas Appliances)	WOW-TV	Henri, Hurst & McDonald

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
News Final	G. E. Supply, Kemble Bros., O'Neal Furniture, First National Bank and Simmons Nash	WBAP-TV	
News Roundup	Ben Griffin Motors	KRLD-TV	Ira DeLoach
News of the World	Granite Furniture	KDYL-TV	Jarman Skaggs
Night Editor	Greater N. Y. Kaiser-Frazer Dealers' Adv. Council (Cars)	WABD	William H. Weintraub & Co., Inc.
Nightcap News	Brewing Corp. of America (Carlings Beer)	WJZ-TV	Benton & Bowles
Nighttime Movies	Ross Roy Co.	KRLD-TV	Don King, Inc.

O

Oh, Baby	The Mennen Co. (Baby Products)	WABD	Kenyon & Eckhardt, Inc.
Ohio Today	B. C. Remedy	WNBK	N. W. Ayer
Old American Barn Dance	Milnot	WTTV	Potts, Calkin & Holden
Old Songs of the Church	Fort Lincoln Cemetery	WMAL-TV	Henry J. Kaufman & Associates
Omnibus	Remington Rand, Inc. (Electric Shavers)	CBS-TV	Leeford Adv. Agency, Inc.
On Stage	Franzia Wine	KRON-TV	Sidney Garfield
One Moment Please	Jackson Furniture	KRLD-TV	Don King, Inc.
On the Line With Considine	Mutual Benefit Health & Accident Assn. of Omaha	NBC-TV	Bozell & Jacobs, Inc.
Opera Cameos	Uddo & Taormina, Inc. (Progresso Foods)	WPIX	Carlo Vinti
Opportunity Knocks	1st National Bank	KRLD-TV	Rogers & Smith
Original Amateur Hour	P. Lorillard Co. (Old Gold Cigarettes)	NBC-TV	Lennen & Mitchell, Inc.
Osterhouse Studio Spotlight	Phil Osterhouse Studios	WOOD-TV	
Our Miss Brooks	General Foods Corp. (Sanka Coffee, Swansdown Flour)	CBS-TV	Young & Rubicam, Inc.

P

Pabst Blue Ribbon Bouts	Pabst Sales Co. (Pabst Beer & Ale)	CBS-TV	Warwick & Legler, Inc.
Palm Beach Round Robin Tournament	Goodall-Sanford, Inc. (Palm Beach Fabrics)	CBS-TV	Ruthrauff & Ryan, Inc.
Papa Bob	Glenview Country House (Restaurant)	WGN-TV	Hellenic Adv. Agency, Inc.
Papa Cellini	Ronzoni Macaroni	WJZ-TV	Emil Mogul
Par T. Pak Theater	Par T. Pak Beverage Co.	KRON-TV	Emil Reinhardt
Paul Calling	Indiana Fur Co., Indianapolis	WTTV	
Peanut Circus	Circus Foods Inc. (Nuts)	KNBH	B. B. D. & O.
Paul Whiteman TV Teen Club	Nash-Kelvinator Corp. (Nash Cars and Appliances)	ABC-TV	Geyer, Newell & Ganger, Inc.
Paul Winchell-Jerry Mahoney Show	Crosley Div., Avco Mfg. Corp. (Electrical Appliances)	NBC-TV	Benton & Bowles, Inc.
Peggy Wilson Show	Joske's of Texas (Dept. Store)	WOAI-TV	Pitluk Advertising Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
People in the News	J. R. Townsend (Automotive)	KFMB-TV	Patten & Holloway
Perry Como Show (7/14—8/18 Eddy Arnold Show)	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	CBS-TV	Cunningham & Walsh, Inc.
Peter Potter's Juke Box Jury	Brucks Oldsmobile Co. C. Standlee Martin (Cars)	KNXT	Fennell Advertising Agency
Pets Unlimited	Lewis Food Co. (Dr. Ross Dog Food)	KRON-TV	Rockett-Lauritzen
Philco Television Playhouse	Philco Corp. (Radios, TV Sets, Refrigerators)	NBC-TV	Hutchins Adv. Co., Inc.
Pick Temple at Old Sagebrush	Morton's	WTOP-TV	Larrabee Assoc.
Pick the Winner	Westinghouse Electric Corp. (Appliances)	DuMont	Ketcham, McLeod & Grove, Inc.
Pictures for a Sunday Afternoon	Participating	WCBS-TV	
Pinocchio	Koren's Distributing Co. (Toys)	KPIX	Grimaldi Productions
Plato the Parrot	Holsum Products Co. (Foods)	WTMJ-TV	Sid Stone Adv. Agency
Playhouse of Stars	Schlitz Beer	WTTV	Lennen & Mitchell
Playtime	Edward Malley Co. (Dept. Store)	WNHC-TV	
Political Address	The Republican National Committee	CBS-TV	Kudner Agency, Inc.
Powers School of Charm	Cook's Modern Home	WFAA-TV	Taylor-Norsworthy, Inc.
Popular Playhouse	Lone Star Beer	KRLD-TV	Thos. F. Conroy
Press Conference	Chicago Motor Club	WGN-TV	Agency Service Corp.
Pro Football	Standard Oil Co. of Indiana (Standard Red Crown Gas, Motorlube Motor Oil)	ABC-TV	McCann-Erickson
Professional Football	Atlantic Refining Co. (Oil)	DuMont	N. W. Ayer & Son, Inc.
Pud's Prize Party	Frank H. Fleer Corp. (Fleer's Bubble Gum)	ABC-TV	Lewis & Gilman, Inc.
Pulitzer Prize Playhouse	General Motors Corp. (Frigidaire Major Appliances)	ABC-TV	Foote, Cone & Belding
Purity Playhouse	Purity Biscuit Co.	KDYL-TV	Gillham Advertising
Q			
Quick on the Draw	Chase Federal Savings & Loan	WTVJ	Houck and Co.
Quiz Kids	Crosley Div. Avco Manufacturing Co. (Electric Appliances)	NBC-TV	Benton and Bowles, Inc.
R			
Racket Squad	Philip Morris & Co., Ltd., Inc.	CBS-TV	The Biow Co., Inc.
RCA Victor Show	Radio Corp. of America (Radios, TV Sets, Records)	NBC-TV	J. Walter Thompson
Railroad Club	American Flyer	KRLD-TV	Chas. W. Hoyt
Rain or Shine	Philip Morris (P & G) (Uncle Ben's Converted Rice)	WCBS-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Ramblin'	Aunt Jane's Pickles & Delsoy	WXYZ-TV	Gleason Agency
Ranger Joe	Ranger Joe, Inc. (Cereal)	ABC-TV	Lamb & Keen, Inc.
Raymar of the Jungle	State Sample Dept. Store	WXYZ-TV	Luckoff, Wayburn & Frankel
Rayner Shine	Cream-Rick Dairy	WOOD-TV	
Ray's Roundup	Valley City Milling Co.	WOOD-TV	
Regal Theater	Gee Lumber Co.	WGN-TV	Wright-Campbell Adv.
Rebound	Packard Motor Co.	WXYZ-TV	Maxon
Red Skelton Program	Procter & Gamble Co. (Tide)	NBC-TV	Benton & Bowles, Inc.
Red River Dave's Barn Dance	Kallison's Country Store (Various)	WOAI-TV	
Reddy Kilowatt's Kitchen	Dallas Power & Light Co.	WFAA-TV	Taylor-Norsworth, Inc.
Relay	Participating	WTAR-TV	
Request Playhouse	Hirsch Clothing Co., Inc.	WGN-TV	Katherine Avery & Assoc.
Renick Reporting	John Jones (DeSoto-Plymouth)	WTVJ	
Remember	Gernhardt-Stroheimer-Wedgwood Stoves	KRON-TV	Jim Diamond
Remember These Things	Burton-Dixie Corp. (Burton-Dixie Prods.)	ABC-TV	Turner Advertising
Republican Nat. Convention	Admiral Corporation (Radios, TV Sets, Etc.)	ABC-TV	Russel M. Seeds Co.
Reward for Talent	Television Co. of Md.	WAAM	U. S. Display Ads Inc.
Riders of the Purple Sage	Cain's Coffee	WKY-TV	Lowe-Runkle Co.
Ringside Interviews	Bayuk Cigar Co. (Cigars)	DuMont	Ellington & Co.
Ringside Roundup	Verkamp-Withrow Corp.	WKRC-TV	Farson, Huff & Northlich
Robert Montgomery Presents	The American Tobacco Co. (Lucky Strike Cigarettes—S. C. Johnson & Sons—Waxes)	NBC-TV	Batten, Barton, Durstine & Osborn, Inc. Needham, Louis & Brorby
Rocky King, Detective	American Chicle Co. (Clorets)	DuMont	Dancer-Fitzgerald-Sample, Inc.
Rolling Rhythm	Schmidt Pie Crust	WXYZ-TV	Henry Koltys
Ron Cochran & the News	Hechinger Co. (Building Supplies)	WTOP-TV	Courtland D. Ferguson, Inc.
Rose Reel	Leo Rose Clothing Co.	WGN-TV	Malcolm-Howard Adv. Agency
Roundup Time	Allen Christopher—Various	WXYZ-TV	Allen Christopher Agency
Roy Rogers Show	General Foods Corp. (Grape Nuts Flakes, Post Toasties, Sugar Crisp)	NBC-TV	Young & Rubicam, Inc.
The Ruggles, Jackson and Jill	Dr. Ross/Lewis Food Co.	KING-TV	
Rumpus Room	Helene Curtis Industries, Inc. (Permanent Waves)	DuMont	Gordon-Best Co., Inc.
Rusty Russell Show	Van Winkle Motors	KRLD-TV	Advertising Assoc.

S

Sailor Dan		WOW-TV	
Sally Flowers' Meetin' Time at Moore's	Moore's Stores	WLW-C	A. L. Palmer & Assoc.
Sandman News	Sanka Coffee	WPIX	Young & Rubicam

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Sammy Kaye Musical Variety Show	The Lambert Pharmacal Co. (Listerine Tooth Paste, Antiseptic, Pro-phy-lac-tic Tooth Brush)	CBS-TV	Lambert & Feasley, Inc.
Santa Claus Lane	Lane Shopping Association	WTVN	Cy Landy
Santa Claus Show	Titche-Goettinger	KRLD-TV	Sam Bloom
Santa's Workshop	The White House (Toys)	KRON-TV	Bernard B. Schnitzer
Saturday Movie Date	Libby Furniture Co.	WGN-TV	Charles S. Temkin, Inc.
Saturday News Final	A. O. Smith	KRLD-TV	
Saturday Night Feature	Andy & Bon Used Cars	WKY-TV	
Saturday Night Jamboree	Appliances & TV Sets	WSAZ-TV	Darwin's, Ashland
Saturday Night Theater	Joseph Schlitz Brewing Co. (Beer)	WTMJ-TV	Lennen & Newell, Inc.
Saturday Night Wrestling	Royal Crest Sales Co. (Dishes)	WABD	Product Services, Inc.
Say It With Acting	Brown Shoe Co. (Neutralizer Shoes—Women)	ABC-TV	Leo Burnett Co., Inc.
Schlitz Playhouse of Stars	Schlitz Brewing Co. (Beer and Ale)	CBS-TV	Young and Rubicam, Inc. Lennen & Mitchell, Inc. Lennen & Newell, Inc.
Scotty Harrel Show	Dulaney's (RCA Distributor)	WKY-TV	Lowe-Runkle Co.
School Days	Belfast Beverage Co.	KRON-TV	J. J. Weiner
Science in Action	American Trust Co. (Bank)	KRON-TV	McCann-Erickson
Search for Tomorrow	Procter & Gamble Co. (Joy, Spic & Span)	CBS-TV	The Biow Co., Inc.
See It Now	Aluminum Co. of America (Alcoa Aluminum Products)	CBS-TV	Fuller & Smith & Ross, Inc.
Shadows of Mystery	Lee Motors	WSPD-TV	
Shell News	Shell Oil Co.	KRON-TV	J. Walter Thompson
Shenanigans	Participating	WPIX	
Shirley Povich Sports Show	Valley Forge Beer	WTOP-TV	Epstein Adv.
Shoot the Works	Big Bear Stores (Market)	WLW-C	Harry Miller Agency
Shop By Television	The Hecht Co. (Dept. Store)	WMAL-TV	Harwood-Martin Agency
Shopping With Cornelia	The Rike-Kumler Co. (Dept. Store)	WLW-D	
Sidewalk Interviews	Gillmor Motor Co. Inc. (Automobiles)	WNHC-TV	
Sky King	Derby Foods, Inc. (Peter Pan Peanut Butter, Salted Peanuts and Products, Derby Canned Meats and Canned Meat Specialties)	NBC-TV	Needham, Louis & Brorby, Inc.
Sky King Theater	Derby Foods	WWJ-TV	Needham, Louis & Brorby, Inc.
Smilin' Ed McConnell	Brown Shoe Co., Inc. (Buster Brown Shoes)	CBS-TV	Leo Burnett Co., Inc.
Something to Talk About	Procter & Gamble	WNBQ	H. W. Kastor
So You Know Sports	Plymouth Dealers of Detroit	WJBK-TV	Powell-Grant
Songs, Inc.	Participating	WTAR-TV	
Songs of Inspiration	Hughes Funeral Home	KRLD-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Songtime	Word of Life Fellowship, Inc. (Institutional)	ABC-TV	Walter F. Bennett & Co.
Spanish Varieties	Reyes' Super Markets	KEYL	
Space Patrol	Ralston Purina Co. (Wheat Chex and Rice Chex)	ABC-TV	Gardner Advertising Co.
Sparton Huddle	Sparton Television	KRON-TV	Bill Vernor
Spelling Bee	Zenith	WTAR-TV	
Sports Corner	Widemann Beer	WSAZ-TV	Tatham-Laird
Sports Desk	Morehouse-Fashion Department Store	WLW-C	
Sports Page	Frigidaire	WTAR-TV	
Sports Parade	Bristol-Myers	KRLD-TV	Doherty, Clifford & Shenfield
Sports Today	Commercial Solvents (Norway & Peak Antifreeze)	WLW-C	Fuller, Smith & Ross
Sports Quiz	Congress Cigar (LaPalina Cigars)	WBKB	Schwimmer & Scott
Sports Review	Harvey's Sea Food Restaurant	WABD	
Sports Roundup	Waco Motors (Morris Cars)	WTVJ	
Sports Showcase	Boyle-Midway, Inc. (Autobrite)	DuMont	Earl Bothwell
Sports Spot	General Cigar Co. (White Owl Cigars)	CBS-TV	Young & Rubicam, Inc.
Sports-O-Graf	Graf Door	WLW-C	Kelly & Lamb
Sports Star Time	Refiner's Pride Gasoline	WNBQ	Guenther-Bradford
Sports Varieties	Cowles Magazines, Inc. (Look Magazine)	WABD	McCann-Erickson, Inc.
The Sportsmen's Club	Hull Brewing Co. (Beer)	WNHC-TV	
Spotlite on Sports	Participating	WTAR-TV	
Story Theater	Serutan	KFMB-TV	Franklin Bruck, N. Y.
Sports With Sherman	West Texas Appliance Co. (ABC Washers and Lewyt Vacuum Cleaners)	WBAP-TV	James McBride
Sportsman's Club	Ryan-Nash Company (Cars)	WTMJ-TV	Dayton, Johnson & Hacker
Spotlight on Values	Matinee Magazine	WPIX	Advertel Radio
Standard Hour	Standard Oil Co. of Calif.	KFMB-TV	B. B. D. & O.
Stanway Sweepstakes	Stanway Motors (Used Cars)	KRON-TV	Russell, Harris and Wood
Starlight Interlude	Dulane, Inc.	KING-TV, Seattle, Wash.	
Stars of Tomorrow	Calborn School of Music	WTVN	
Star Night Theater	Restokraft Mattress Co.	WWJ-TV	Luckoff & Wayburn
Star of the Family	Ronson Art Metal Works, Inc.	CBS-TV	Grey Advertising Inc.
Stars Over Hollywood	Gallaher Drug Co.	WLW-D	Hugo Wagenseil
Starring the Editors	Grand Union Co. (Food Stores)	WABD	Badger, Browning & Hersey, Inc.
Star Hostess Party	Stanley Home Products (Various)	KNXT	Charles W. Hoyt Co., New York
Starlit Stairway	Pressel Sausage	WXYZ-TV	W. B. Doner
Steve Allen Show	Procter & Gamble Co., Inc. (Ivory Flakes)	CBS-TV	Compton Advertising Inc.
Stop the Press	Ray Rice Motors	KRON-TV	Sam Ewing
Stork Club	Liggett & Myers Tobacco Co. (Fatima Cigarettes)	CBS-TV	Cunningham & Walsh, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Strange Adventure & Invitation Playhouse	Ennis Motors, Inc.	WTMJ-TV	Dayton, Johnson & Hacker
State Your Case	First National Bank	WFAA-TV	Rogers & Smith Adv. Agency
Studio One	Westinghouse Electric Corp. (Westinghouse Kitchen Appliances, Radio & Television Sets, Turbojet Plane Motors)	CBS-TV	McCann-Erickson
Stu Erwin Show	General Mills, Inc. (Wheaties and Gold Medal Flour)	ABC-TV	Dancer-Fitzgerald-Sample
Stumpus	Heckman Biscuit Co.	WXYZ-TV	Hartman Agency
Sunday Edition	Participating	WTAR-TV	
Sunday Matinee	Sealy Mattress	WXYZ-TV	Simons-Michelson
Sunday News Final	Bulova Watch Company	WJBK-TV	Biow Co.
Summer Theater	Westinghouse Electric Corp. (Kitchen Appliances, Radio & Television Sets, Turbojet Plane Motors)	CBS-TV	McCann-Erickson, Inc.
Super Circus	Canada Dry, Inc. (Ginger Ale, Sparkling Water and Beverages)	ABC-TV	J. W. Mathes, Inc.
Suspense	Electric Auto-Lite Co. (Spark Plugs, Batteries, Etc.)	CBS-TV	Cecil & Presbrey, Inc.
Symphony "Pops" Program	Chicago Title & Trust	WGN-TV	The Buchen Company

T

Tailwaggers	Arcade Pontiac Company	WMAL-TV	Kal, Ehrlick & Merrick, Inc.
Tales of Tomorrow	Jacques Kreisler Mfg. Co. (Watch Bands on Men's Jewelry)	ABC-TV	Hirshon-Garfield, Inc.
Talent Quest	Downtown Hudson	WOOD-TV	
Talent Revue	Arnold Sales (Appl., Furn.)	WAAM	Gil Sandler
Taystee Weatherman	Purity Bakery (Taystee Bread)	WBAP-TV	Young & Rubicam
Ted Steele	Participating	WPIX	
Teens Magic Show	Marlon (Candy)	WJZ-TV	Kenneth Rader
Teen Topics	Birtcherd's Dairy	WTAR-TV	
Teen Doin's	Norfolk Motor Co.	WTAR-TV	
Telenews Weekly	First Wisconsin National Bank	WTMJ-TV	Marvin A. Lemkuhl
Telepix Newsreel	Consolidated Edison	WPIX	B.B.D. & O.
Telephone Storybook	Michigan Bell Telephone	WWJ-TV	N. W. Ayer
Televiews of the News	Southwestern Bell	KRLD-TV	Gardner Adv.
Televiews of Week's News	Southwestern Bell Telephone Co.	WOAI-TV	Gardner Agency (St. Louis)
Television Theater	C. E. T. (Television Servicing)	WBKB	Olian Advertising
Texas in Review	Humble Oil & Refining Co.	WBAP-TV	Wilkinson,Schiwetz & Tips
The Aldrich Family	Campbell Soup Co.	NBC-TV	Ward-Wheelock Co.
The Better Home Show	Anthracite Institute (Penna. Anthracite Coal)	ABC-TV	J. Walter Thompson Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
The Big Payoff	Colgate-Palmolive-Peet Co. (All Prods.)	NBC-TV	Wm. Esty Co.
The Big Story	American Cigarette & Cigar Co. (Pall Mall Cigarettes)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
The Big Top	National Dairy Products Co. (Sealtest Ice Cream, Dairy Products)	CBS-TV	N. W. Ayer & Sons, Inc.
The Bill Goodwin Show	General Electric Co. (Refrigerators, Dishwashing Equipment, Etc.)	NBC-TV	Young & Rubicam, Inc.
The Black Spider	State Sample Dept. Store	WXYZ-TV	Luckoff, Wayburn & Frankel
Terry and the Pirates	Canada Dry Ginger Ale Co.	WABD	J. M. Mathes, Inc.
The Buick Circus Hour	Buick Motor Division (Automobiles)	NBC-TV	Doherty, Clifford, Steers & Shenfield, Inc.
The Case of Eddie Drake	Holsum Bread	KRLD-TV	Clardy, Prunell & Johnston
The Clock	Rhodes Pharmacal Co. (Imdrin Tablets)	ABC-TV	Dowd, Redrield & Johnstone, Inc.
The Continental	Burlington Mills Corp. (Cameo Hosiery)	CBS-TV	Hirshon-Garfield, Inc.
The Arthur Murray Party (7/11—8/29)	General Foods Corp. (Maxwell House Coffee, Minute Rice)	CBS-TV	Benton & Bowles, Inc.
The Arthur Murray Party	Arthur Murray Dance Studios	DuMont	
The Cisco Kid	Skillern's (Drug Items)	WBAP-TV	Tracy-Locke Co.
The Den	Red Bud Super Markets	WKY-TV	
The Dinah Shore Show	Chevrolet Div. Gen. Motors	NBC-TV	Campbell-Ewald Co.
The Doctor	Procter & Gamble Co. (Camay)	NBC-TV	Benton & Bowles, Inc.
The Egg and I	Procter & Gamble Co., Inc. (Ivory Flakes)	CBS-TV	Compton Advertising Inc.
The Frank Sinatra Show	Elgin American Div. Illinois Watch Case Co. (Compacts)	CBS-TV	Russell M. Seeds Co., Inc.
The Gabby Hayes Show	Quaker Oats Co. (Puffed Wheat, Quaker Oats, Puffed Rice, Aunt Jemima Pancake Flour and Cake Mixes)	NBC-TV	Sherman & Marquette
The Garry Moore Show	Best Foods, Inc. (Shinola, Rit)	CBS-TV	Earle Judgin & Co.
The Goldbergs	VCA Laboratories (Rybutol and Other Vitamins)	NBC-TV	Ted Bates & Co.
The Inside Story	Tom Harrigan, Inc.	WGN-TV	Edward A. Grossfeld & Staff
The Joey Adams Show	Leon Levi (Jewelry Retail)	WAAM	
The Little Chinchilla Theater	World Wide Chinchilla Ranch	WGN-TV	Malcolm-Howard Adv. Agency
The Living Book	Restland Memorial	KRLD-TV	Taylor-Norsworth
The Greatest Story Ever Told	Goodyear Tire & Rubber Co.	CBS-TV	Kudner Agency, Inc.
The Guiding Light	Procter & Gamble Co., Inc. (Ivory Soap, Duz, Crisco)	CBS-TV	Compton Advertising, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
The Jackie Gleason Show	American Chicle Co. (Co-Sponsorship) (Clorets Gum, Mints)	CBS-TV	Dancer-Fitzgerald-Sample, Inc.
The Ken Murray Show	Anheuser Busch, Inc. (Budweiser Beer)	CBS-TV	D'Arcy Advertising Co.
The Morning Show	Participating	WCBS-TV	
The Pet Party	Hartz Mt. (Pet Food)	WJZ-TV	Kenneth Rader
The Plainclothes Man	Larus & Bros. Co., Inc. (Holiday Cigarettes, Edgeworth Tobacco, Holiday Tobacco)	DuMont	Warwick & Legler, Inc.
The Range Rider	Langendorf United Bakeries (Bread)	KNBH	Biow Co.
The Royal Showcase	U. S. Rubber Co. (Tires, Keds and Others)	NBC-TV	Fletcher D. Richards, Inc.
The Scotti Show	Frankenmuth Brewing Co.	WWJ-TV	Ralph Sharp
The Singing Pastor	Superior Feed Mills	WKY-TV	James Reese Adv.
The Speidel Show	Speidel Corp. (Watch Bands)	NBC-TV	S. S. C. & B.
The Standard News	Standard Oil of Indiana	WJBK-TV	McCann-Erickson
The Tip Off	Sawyer Biscuit	WTTV	Geo. Hartman
The Unexpected	Jack Mitchell Nash	KEYL	Pitluk Adv. Co.
The Wayne King Program	Standard Oil of Indiana (Oil, Gasoline)	NBC-TV	McCann-Erickson, Inc.
The Weather Girl	Instant Maxwell House Coffee	WABD	Benton and Bowles
The Web	P. Lorillard Co. (Kent Cigarettes)	CBS-TV	Young and Rubicam, Inc.
Texaco Star Theater	The Texas Co. (Gasoline, Oil)	NBC-TV	Kudner Agency, Inc.
Theater Hour	Nash Dealers	WXYZ-TV	Geyer, Newell & Ganger
The Weatherman	Omar, Inc (Bakery Goods)	WOW-TV	Fitzmorris & Miller
Theater for Youth	Miller-Jones Shoe Co.	WLW-C	
Theater of Romance	Wm. A. Lewis Clothing Co.	WGN-TV	W. B. Doner & Company
They Stand Accused	Crawford Clothes	DuMont	Al Paul Lefton Co.
This Is Charles Laughton	Duffy-Mott	WPIX	Young & Rubicam
This Is the Story	Samson's Enterprises, Inc. (Appliances)	WTMJ-TV	Loise Mark & Associates
This Is Show Business	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	B. B. D. & O.
This Is My Melody	A. C. Weber & Co., Inc. (Pfaff Sewing Machines)	ABC-TV	Bosell & Jacobs, Inc.
This Is Your Zoo	Hauswauld Bakery (Bread)	WAAM	H. Buddemeier
Those Two	Procter & Gamble Co. (Tide, Camay, Drene)	NBC-TV	Benton & Bowles, Inc.
Time for Beany	Sunbeam Bread	KFMB-TV	Dick Bradley Adv.
Time for Beany	Hages Dairy	KFMB-TV	Tolle Co.
Tim McCoy's Wild West	Ralston Purina Co. (Cereal)	KNXT	Gardner Advertising, St. Louis
Toast of the Town	Lincoln-Mercury Dealers (Automobiles)	CBS-TV	Kenyon & Eckhardt, Inc.
Today	Ponds Extract Co. (Angel Face, Dry Skin Cream)	NBC-TV	J. Walter Thompson Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Tom Corbett Space Cadet	Kellogg Co. (Corn Flakes, Pep and Other Products)	ABC-TV	Kenyon & Eckhardt, Inc.
Tommy Henrich	Socony Vacuum Oil Co.	WJZ-TV	Compton Advertising Agency
Tommy Reynolds' Show	Wolff & Marx Co.	KEYL	Bernard M. Brooks Adv.
Tootsie Hippodrome	Sweets Co. of America (Tootsie Rolls and Other Products)	ABC-TV	Moselle & Eisen
Top News Story of the Week	Percy H. Goodwin Co.	KFMB-TV	Armstrong-Schramm
Touchdown	Mechanical Engineering Co.	WTAR-TV	John McLaughlin Agency
Town and Farm	Participating	WBNQ	
Toyland Party	City of Paris	KPIX	Grimaldi Productions
Town and Country	Staley Milling (Milling Products)	WOW-TV	Bozell and Jacobs
Trail Time		WOW-TV	
Treasure Chest Playhouse	Meyer Jewelry Co.	WJBK-TV	Luckoff & Wayburn
Treasury Men in Action	The Borden Co. (Instant Coffee)	NBC-TV	Doherty, Clifford & Schenfield
Treasure Tune Clock	Dairy Belle Milk	KRON-TV	Sam Ewing
Trianble Theater	Blatz Brewing Co. (Beer)	WTMJ-TV	Wm. H. Weintraub & Co.
Trupak Movie Time	Trupak Foods	KRON-TV	Honig-Cooper
TWA Travelogue	Trans World Airlines Inc.	KNBH	B. B. D. & O.
Twenty Questions	The Mennen Co. (Drugs)	DuMont	Kenyon & Eckhardt, Inc.
Two Rays and Pat	Participating	WOOD-TV	
The World Today	Avalawn Radio	KRLD-TV	Don King, Inc.
TV Theater	Penn Furniture	WJAC-TV	Jay Reich
U			
U. of W. vs. UCLA	Richfield Oil Co.	KING-TV	
Uebelhart and the News	Ohio Fuel Gas	WSPD-TV	
Uncle Mistletoe	Marshall Field & Co.	WGN-TV	Calkins, Holden, Carlock, McClinton & Smith, Inc.
Ulmer Turner & the News	Elgin Vacuum Stores (Vacuum Cleaners)	WBKB	Sander Rodkin Agency
V			
Valley Forge News With Bryson Rash	Valley Forge Dist. Co. (Beer, Ale)	WMAL-TV	Ward Wheelock Co. (Phila.)
Variety Club	Participating	WNHC-TV	
Vest Pocket Dramas	General Foods (Gaines Dog Food)	KRON-TV	Benton and Bowles
Vic Perry Show	Cole Finder (Lincoln-Mercury Auto)	WBKB	Rocklin-Irving Co.
Variety Theater	Beckwith Evans Rugs	WXYZ-TV	
Variety Stand	Participating	WTAR-TV	
Various Films	National Health Aids (Formula #9 & Vitamin Complex)	WOW-TV	Television Adv. Assoc.
Viz Quiz	Super Motors	WJAC-TV	
Viz Quiz	Hahn Jewelers	WJAC-TV	Cavanaugh-Morris
Voice of Firestone	Firestone Tire & Rubber Co. (Tires, Tubes and Batteries)	NBC-TV	Sweeney & James Co.
W			
Walter Winchell	Gruen Watch Co. (Gruen Precision Watches and Other Products)	ABC-TV	McCann-Erickson
Walt's Workshop	Hines Lumber Co.	WNBQ	Geo. H. Hartman Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Washington Senators Baseball Games	Christian Heurich Brewing Co. (Beer)	WTTG	H. J. Kaufman & Associates
Washington Spotlight	Motorists Mutual	WSPD-TV	
We the People	Gulf Oil Corp. (Gasoline, Oil, Lubricants, Tires, Insecticides)	NBC-TV	Young & Rubicam, Inc.
Weather Man	Terre Haute Brewing Co.	WOOD-TV	Biow Co.
Weekly Previews	Cox's Dept. Store (Clothes)	WBAP-TV	
Webster Webfoot	Sanger Bros.	WFAA-TV	Herbert Rogers Co.
Weekly News Revue	Peoples Gas	WJAC-TV	Ketchum, MacLeod & Grove
Welcome Travelers	Helene Curtis Industries, Inc. (Spray Net)	NBC-TV	Ruthrauff & Ryan
Western Jamboree	Fort Pitt Beer	WSAZ-TV	B. B. D. & O.
What's New Ladies	Wyatt's Stores	KRLD-TV	Laughlin, Wilson, Baxter & Person
What's the Story	Sustaining (Public Service)	WTVJ	
What's My Line	Jules Montenier, Inc. (Stopette, Poof, Finesse)	CBS-TV	Earle Ludgin & Co.
Where Was I	Wine Corp. of America (Mogen David Wine)	DuMont	Weiss & Geller, Inc.
Who Said That?	Lone Star Gas Co.	WFAA-TV	
Wild Bill Hickok	Kellogg Company	WKRC-TV	Leo Burnett Co., Inc.
Wonder Flame Theater	Washington Gas Light Co.	WMAL-TV	Harwood-Martin Agency
Wonders of the Wild	Jax Beer	WBAP-TV	Fitzgerald
Woods and Waters	Harvey Mack Pontiac	WXYZ-TV	Epps & Associates
World News Today	G. Fox (Dept. Store)	WNHC-TV	
World Today	Marlin Associates	KRLD-TV	Don King, Inc.
Wrestling Matches	Metropolitan Utilities Dst. (Institutional)	WOW-TV	Bozell & Jacobs Advertising

Y

Your Pet Show	Flagg Pet Food	WPIX	Solow Stark Prod.
Your Treasure Chest	Food Plan	WXYZ-TV	Davis-Daniels
Your Home and You	Fakes Furniture	KRLD-TV	
Your First Show	Participating	WPIX	
Your Esso Reporter	Standard Oil	WTAR-TV	Marshak & Pratt
Your Hit Parade	The American Tobacco Co. (Tobacco Products of Co. and/or Its Subsidiaries)	NBC-TV	B.B.D.O., Inc.
Your Lucky Clue	American Tobacco Co. (Lucky Strike)	CBS-TV	B.B.D. & O.
Your Commissioners Report	National Bank of Washington	WMAL-TV	Lewis Edwin Ryan, Inc.
Your Family Playhouse	Participating	WLW-D	
Your Future Home	Real Estate Assn. (Houses For Sale)	WBKB	Walter Olson Adv.
Your Show	Ellis Brooks	KRON-TV	Bill Vernor
Your Window Shopper	Participating	WNHC-TV	
Your Show of Shows	Griffin Mfg. Co. (Shoe Polish)	NBC-TV	Bermingham, Castelman & Pierce

Z

Zest TV Playhouse	P & G Zest	WKRC-TV	Benton & Bowles
Zoo Parade	Quaker Oats Co. (Ken-L Rations)	NBC-TV	Ruthrauff & Ryan, Inc.

F M Stations

In Operation As Of January 1, 1953

FM STATIONS IN OPERATION

As of Jan. 1, 1953

Call Letters City Licensee

ALABAMA

WAVU-FM, Albertville; Sand Mountain Bcstg. Service
WRFS-FM, Alexander City; Piedmont Service Corp.
WCTA-FM, near Andalusia; Andalusia Bcstg. Co., Inc.
WHMA-FM, Anniston; Anniston Bcstg. Co.
WAFM, Birmingham; The TV Corp.
WJLN, Birmingham; Johnston Bcstg. Co.
WSGN-FM, Birmingham; The Birmingham News Co.
WKLF-FM, Clanton; Southeastern Bcstg. Co.
WFMH-FM, Cullman; The Voice of Cullman
WHOS-FM, Decatur; North Alabama Bcstg. Co.
WJOI-FM, Florence; Florence Bcstg. Co., Inc.
WJBY-FM, Gadsden; Gadsden Bcstg. Co., Inc.
WHBS-FM, Huntsville; The Huntsville Times Co., Inc.
WWWB-FM, Jasper; Bankhead Bcstg. Co., Inc.
WRLD-FM, Lanett; Valley Bcstg. Co., Inc.
WABB-FM, Mobile; The Mobile Press Register, Inc.
WKRG-FM, Mobile; Giddens & Rester
WCOV-FM, Montgomery; Capitol Bcstg. Co.
WTBC-FM, Tuscaloosa; Tuscaloosa Bcstg. Co.
WUOA, Tuscaloosa; Board of Trustees, U. of Ala.

ARIZONA

KTYL-FM, near Mesa; Harkins Bcstg., Inc.
KFCA, Phoenix; Phoenix College

ARKANSAS

KLON-FM, Blytheville; Harold L. Sudbury
KFPW-FM, Ft. Smith; Tulsa Bcstg. Co.
KFSA-FM, Ft. Smith; Southwestern Publishing Co.
KBTM-FM, Jonesboro; Regional Bcstg. Co.
KPOC-FM, Pocahontas; Pocahontas Radio, Inc.
KUOA-FM, Siloam Springs; KUOA, Incorporated

CALIFORNIA

KERN-FM, Bakersfield; McClatchy Bcstg. Company
KMAR, Bakersfield; Marmat Radio Co.
KPFA, Berkeley; Pacifica Foundation
KRE-FM, Berkeley; Central California Bcstrs., Inc.
KVCI, Chico; Golden Empire Bcstg. Co.
KRED, Eureka; Redwood Bcstg. Co., Inc.
KARM-FM, Fresno; KARM, The George Harm Station
KMJ-FM, Fresno; McClatchy Bcstg. Company
KRFM, Fresno; California Inland Bcstg. Co.
KUTE, Glendale; Robert Pl Adams
KFWB-FM, Hollywood; Union Bcstg. Corp.
KHJ-FM, Hollywood; General Teleradio, Inc.
KNX-FM, Hollywood; Columbia Bcstg. System, Inc.
KFOX-FM, Long Beach; Nichols & Warinner, Inc.
KLON, Long Beach; Long Beach Bd. of Education
KNOB, Long Beach; The Cerritos Bcstg. Co.
KECA-FM, Los Angeles; American Bcstg. Co., Inc.
KFAC-FM, Los Angeles; Los Angeles Bcstg. Co.
KMGM, Los Angeles; Metro-Goldwyn-Mayer Studios, Inc.
KNX-FM, Los Angeles; Columbia Bcstg. System
KRKD-FM, Los Angeles; Radio Broadcasters, Inc.
KSRT, Los Angeles; School of Radio Arts
KUSC, Los Angeles; U. of Southern California
KMYC-FM, Marysville; Marysville-Yuba City Bcstrs.
KVME, Merced; Merced Bcstg. Co.
KBEE, Modesto; McClatchy Broadcasting Co.
KTRB-FM, nr. Modesto; KTRB Bcstg. Co., Inc.
KXOA-FM, nr. Sacramento; Sacramento Bcstrs., Inc.
KLX-FM, Oakland; Tribune Building Company
KOEN, Oceanside; Oceanside-Carlsbad Union HS Dist.
KEDO, Ontario; The Daily Report Co.
KWKW-FM, Pasadena; Southern California Bcstg. Corp.
KVRE, nr. Redding; Golden Empire Bcstg. Co.
KPOR, Riverside; Broadcasting Corp. of America
KCRA-FM, Sacramento; KCRA, Inc.
KFBK-FM, Sacramento; McClatchy Bcstg. Co.
KXOA-FM, Sacramento; Sacramento Bcstrs., Inc.
KSBR, San Bruno; Radio Diablo, Inc.
KFSD-FM, San Diego; Airfan Radio Corp., Ltd.
KSDS, San Diego; San Diego Unified School District
KALW, San Francisco; San Francisco Board of Education
KCBS-FM, San Francisco; Columbia Bcstg. System, Inc.
KGO-FM, San Francisco; American Bcstg. Co., Inc.
KNBC-FM, San Francisco; National Bcstg. Co., Inc.
KRON-FM, San Francisco; The Chronicle Publishing Co.
KXKX, San Francisco; Electronic Service Corp.
KSJO-FM, San Jose; Santa Clara Bcstg. Company
KCSM, San Mateo; San Mateo Junior College District
KVOE-FM, Santa Ana; The Voice of the Orange Empire
KSCU, Santa Clara; The Univ. of Santa Clara
KCRW, Santa Monica; Santa Monica School Board
KDFC, Sausalito; Sundial Bcstg. Corp.
KCVN, Stockton; College of the Pacific
KGDM-FM, Stockton; E. F. Peffer

COLORADO

KRCC, Colorado Springs; Colorado College
KFEL-FM, Denver; Eugene P. O'Fallon, Inc.
KLZ-FM, Denver; Aladdin Radio & Television, Inc.
KOA-FM, Denver; National Bcstg. Co., Inc.

CONNECTICUT

WDRC-FM, Hartford; The Connecticut Bcstg. Co.

Call Letters City Licensee

WTIC-FM, Hartford; Travelers Bcstg. Serv. Corp.
WMMW-FM, Meriden; Silver City Crystal Co.
WBIB, New Haven; Connecticut Radio Foundation, Inc.
WNHC-FM, New Haven; The Elm City Bcstg. Corp.
WSTC-FM, Stamford; The Western Conn. Bcstg. Co.

DELAWARE

WJWL-FM, Georgetown; Rollins Bcstg., Inc.
WDEL-FM, Wilmington; WDEL, Inc.

DISTRICT OF COLUMBIA

WASH, Washington; Commercial Radio Equipment Co.
WCFM, Washington; Cooperative Bcstg. Assoc.
WFAN, Washington; United Bcstg. Co., Inc.
WGMS-FM, Washington; Good Music Station, Inc.
WMAL-FM, Washington; Evening Star Bcstg. Co.
WOL-FM, Washington; Peoples Bcstg. Corp.
WRC-FM, Washington; National Bcstg. Co., Inc.
WTOP-FM, Washington; WTOP, Inc.
WWDC-FM, Washington, Capitol Bcstg. Co.

FLORIDA

WNDB-FM, Daytona Beach; News-Journal Corp.
WRUF-FM, Gainesville; University of Florida
WIVY-FM, Jacksonville; Edward J. Oberle
WJAX-FM, Jacksonville; City of Jacksonville
WJHP-FM, Jacksonville; Jacksonville Journal Co.
WMBR-FM, Jacksonville; Florida Bcstg. Co.
WFSI, Lakeland; Florida Southern College
WGBS-FM, Miami; Storer Bcstg. Co.
WIOD-FM, Miami; Isle of Dreams Bcstg. Corp.
WQAM-FM, Miami; Miami Bcstg. Co.
WTHS, Miami; Lindsey Hopkins Vocational School
WWPB-FM, Miami; Paul Brake
WKAT-FM, Miami Beach; WKAT, Inc.
WLRD, Miami Beach; Mercantile Bcstg. Co.
WDBO-FM, Orlando; Orlando Bcstg. Co., Inc.
WHOO-FM, Orlando; WHOO, Inc.
WORZ-FM, Orlando; Central Florida Bcstg. Co.
WWPG-FM, Palm Beach; Palm Beach Bcstg. Corp.
WDLP-FM, Panama City; Panama City Bcstg. Co., Inc.
WTSP-FM, St. Petersburg; Pinellas Bcstg. Co.
WTAL-FM, Tallahassee; John H. Phipps
WDAE-FM, Tampa; Tampa Times Co.
WFLA-FM, Tampa; The Tribune Company
WTUN, Tampa; Univ. of Tampa
WPRK, Winter Park; Rollins College

GEORGIA

WGAU-FM, Athens; J. K. Patrick & Co.
WABE, Atlanta; Bd. of Ed., City of Atlanta
WAGA-FM, Atlanta; Storer Bcstg. Co.
WATL-FM, Atlanta; Atlanta Bcstg. Co.
WBGE-FM, Atlanta; General Bcstg. Co.
WGST-FM, Atlanta; Georgia Institute of Tech.
WSB-FM, Atlanta; Atlanta Newspapers, Inc.
WAUG-FM, Augusta; Garden City Bcstg. Co.
WGBA-FM, Columbus; Georgia-Alabama Bcstg. Corp.
WRBL-FM, Columbus; Columbus Bcstg. Co.
WDWD-FM, Dawson; Dawson Bcstg. Co.

Call Letters City Licensee

WDUN-FM, Gainesville; Northeast Georgia Bcstg. Co.
WLAG-FM, LaGrange; LaGrange Bcstg. Co.
WBML-FM, Macon; Middle Georgia Bcstg. Co.
WMAZ-FM, Macon; Southeastern Bcstg. Co.
WNEX-FM, Macon; Macon Broadcasting Co.
WCOH-FM, Newnan; Newnan Bcstg. Co.
WRGA-FM, Rome; Rome Broadcasting Corp.
WSAV-FM, Savannah; WSAV, Incorporated
WTOC-FM, Savannah; Savannah Bcstg. Co.
WJAT-FM, Swainsboro; Jack A. & Nancy M. Thompson
WLET-FM, Toccoa; R. G. LeTourneau
WGOV-FM, Valdosta; WGOV, Inc.

HAWAII

KHTL, Honolulu; Henry T. Lee

IDAHO

KSEI-FM, Pocatello; Radio Service Corp.
KRXK-FM, Rexburg; Snake River Radio & TV Co.
KTFI-FM, Twin Falls; Radio Broadcasting Corp.

ILLINOIS

WOKZ-FM, Alton; WOKZ, Inc.
WJBC-FM, Bloomington; Bloomington Bcstg. Corp.
WBYS-FM, Canton; Fulton County Bcstg. Co.
WROY-FM, Carmi; Carmi Bcstg. Co.
WCNT-FM, nr. Centralia; Southern Illinois Bcstg. Corp.
WDWS-FM, Champaign; The Champaign News-Gazette
WAAF-FM, Chicago; Corn Belt Publishers, Inc.
WBBM-FM, Chicago; Columbia Bcstg. System, Inc.
WBEZ, Chicago; Bd. of Ed., City of Chicago
WBIK, Chicago; Balaban & Katz Corporation
WEFM, Chicago; Zenith Radio Corporation
WEHS, Chicago; WHFC, Inc.
WENR-FM, Chicago; American Bcstg. Co., Inc.
WFJL, Chicago; Lewis College of Science & Tech.
WFMF, Chicago; WJJD, Incorporated
WFMT, Chicago; Gale Bcstg. Co., Inc.
WGNB, Chicago; WGN, Inc.
WMAQ-FM, Chicago; National Bcstg. Co., Inc.
WCHI, Chicago Heights; Chicago Heights Bcstg. Co.
WSOY-FM, Decatur; Illinois Broadcasting Co.
WEPS, Elgin; Bd. of Ed., Union Sch. Dist. 46
WLEY, Elmwood Park; Elmwood Park Bcstg. Corp.
WEAW, Evanston; North Shore Bcstg. Co., Inc.
WNUR, Evanston; Northwestern University
WFJS, Freeport; Stephenson Corp.
WEBQ-FM, Harrisburg; Harrisburg Bcstg. Co.
WLDS-FM, Jacksonville; Jacksonville Radio & TV Bcstg. Corp.
WLBH-FM, Mattoon; Mattoon Bcstg. Co.
WMIX-FM, Mt. Vernon; Mt. Vernon Radio & TV Co.
WOPA-FM, Oak Park; Village Bcstg. Co.
WPRS-FM, Paris; Paris Bcstg. Corp.
WMBD-FM, Peoria; Peoria Broadcasting Co.
WQDI, Quincy; Quincy Newspapers, Inc.
WTAD-FM, Quincy; Lee Broadcasting, Inc.
WROK-FM, Rockford; Rockford Broadcasters, Inc.
WHBF-FM, Rock Island; Rock Island Bcstg. Co.
WCVS-FM, Springfield; WCBS, Inc.
WTAX-FM, Springfield; WTAX, Inc.
WIUC, Urbana; University of Illinois

Call Letters City Licensee

INDIANA

WFIU, Bloomington; Trustees of Indiana Univ.
WCSI-FM, Columbus; Syndicate Theatres, Inc.
WCNB-FM, Connersville; News-Examiner Company
WTRC-FM, Elkhart; Truth Publishing Co., Inc.
WEVC, Evansville; Evansville College
WIKY-FM, Evansville; South Central Bcstg. Corp.
WMLL, Evansville; On the Air, Inc.
WKJG-FM, Ft. Wayne; Northeastern Ind. Bcstg. Co.
WOWO-FM, Ft. Wayne; Westinghouse Radio Stations
WGRE, Greencastle; DePauw Univ.
WJIZ, Hammond; South Shore Bcstg. Corp.
WVSH, Huntington; School, City of Huntington
WAJC, Indianapolis; Jordan College of Music
WFAM, near Lafayette; WFAM, Inc.
WINL, Lebanon; Lebanon Bcstg. Co.
WORX, Madison; Knight-Cutler System
WMRI, near Marion; Chronicle Publishing Co., Inc.
WIMS-FM, Michigan City; Northern Ind. Bcstrs., Inc.
WMUN, near Muncie; Tri-City Radio Corp.
WWHI, Muncie; Wilson Jr. High School
WNAS, New Albany; School, City of New Albany
WCTW, New Castle; The Courier-Times, Inc.
WYSN, New Castle; New Castle-Henry Twp. Schools
WSRK, Shelbyville; Shelbyville Radio, Inc.
WBOW-FM, Terre Haute; Banks of the Wabash, Inc.
WTHI-FM, Terre Haute; Wabash Valley Bcstg. Corp.
WSKS, Wabash; School, City of Wabash, Inc.
WRSW-FM, Warsaw; Reub Williams & Sons, Inc.
WFML, Washington; Washington Radio, Inc.

IOWA

WOI-FM, Ames; Iowa State College
KFGQ-FM, Boone; Boone Biblical College
KCRK, Cedar Rapids; The Gazette Company
KROS-FM, Clinton; Clinton Bcstg. Corp.
KSWI-FM, Council Bluffs; Nonpareil Bcstg. Co.
WOC-FM, Davenport; Tri-City Bcstg. Company
KDPS, Des Moines; Independent School District of Des Moines
KRNT-FM, Des Moines; Cowles Bcstg. Co.
KSO-FM, Des Moines; Murphy Bcstg. Company
WHO-FM, Des Moines; Central Bcstg. Co.
KDTH-FM, Dubuque; Telegraph Herald
WDBQ-FM, Dubuque; Dubuque Bcstg. Co.
KFMY, Fort Dodge; Northwest Bcstg. Co.
KSUI, Iowa City; State University of Iowa
KOKX-FM, Keokuk; Keokuk Bcstg. Co.
KGLO-FM, Mason City; Lee-Radio, Incorporated
KWPC-FM, Muscatine; Muscatine Bcstg. Co., Ltd.
KSCJ-FM, Sioux City; Perkins Brothers Co.
KAYL-FM, Storm Lake; Cornbelt Bcstg. Company
KXEL-FM; Waterloo; Josh Higgins Bcstg. Co.
KWAR, Waverly; Wartburg Normal College

KANSAS

KSTE, Emporia; Kansas State Techers College
KWBW-FM, Hutchinson; Nation's Center Bcstg. Co.
KANU, Lawrence; The University of Kansas
KSDB-FM, Manhattan; Kansas State College

Call Letters City Licensee

KTJO-FM, Ottawa; Ottawa University
KFH-FM, Wichita; Radio Station KFH Company
KMUW, Wichita; Municipal Univ. of Wichita

KENTUCKY

WOMI-FM, Ashland; Ashland Bcstg. Company
WLBJ-FM, Bowling Green; Bowling Green Bcstg. Co.
WSON-FM, near Henderson; Henderson Bcstg. Co., Inc.
WHOP-FM, Hopkinsville; Hopkinsville Bcstg. Co., Inc.
WBKY, Lexington; University of Kentucky
WLAP-FM, Lexington; American Bcstg. Co.
WFPL, Louisville; Bd. of Trustees, Free Pub. Library
WSDX, Louisville; So. Baptist Theological Sem.
WFMV-FM, Madisonville; Messenger Bcstg. Co., Inc.
WOMI-FM, Owensboro; Owensboro Bcstg. Company
WVJS-FM, Owensboro; Owensboro on the Air, Inc.
WKYC, Paducah; WKYB, Inc.
WPAD-FM, Paducah; Paducah Bcstg. Co., Inc.

LOUISIANA

KALB-FM, Alexandria; Alexandria Bcstg. Co., Inc.
WAFB-FM, Baton Rouge; Modern Bcstg. Co.
WDRL, Baton Rouge; Baton Rouge Bcstg. Co., Inc.
WLCS-FM, Baton Rouge; Air Waves, Inc.
WLSU, Baton Rouge; Louisiana State University
KVOL-FM, Lafayette; Evangeline Bcstg. Co., Inc.
KMLB-FM, Monroe; Liner's Bcstg. Station, Inc.
WBEH, New Orleans; P. G. Beauregard School
WDSU-FM, New Orleans; WDSU Bcstg. Corp.
WRCM, New Orleans; Supreme Bcstg. Co., Inc.
WSMB-FM, New Orleans; WSMB, Inc.
KTBS-FM, Shreveport; KTBS, Inc.
KRMD-FM, Shreveport; Radio Station KRMD
KWKH-FM, Shreveport; International Bcstg. Corp.

MAINE

WGUY-FM, Bangor; Guy Gannett Bcstg. Services
WCOU-FM, Lewiston; Twin City Bcstg. Co., Inc.

MARYLAND

WNAV-FM, Annapolis; The Capital Bcstg. Co.
WBJC, Baltimore; Baltimore Junior College
WCAO-FM, Baltimore; The Monumental Radio Co.
WITH-FM, Baltimore; Maryland Bcstg. Company
WWIN-FM, Baltimore; Belvedere Bcstg. Corp.
WUST-FM, Bethesda; Bcst. Management, Inc.
WBUZ, Bradbury Heights; Chesapeake Bcstg. Co., Inc.
WCUM-FM, Cumberland; The Tower Realty Co.
WFMD-FM, Frederick; The Monocacy Bcstg. Co.
WJEJ-FM, Hagerstown; Hagerstown Bcstg. Co.
WESN, Salisbury; The Peninsula Bcstg. Co.

MASSACHUSETTS

WMJA, Amherst; Univ. of Massachusetts
WBUR, Boston; Boston University
WBZ-FM, Boston; Westinghouse Radio Stations, Inc.
WCOP-FM, Boston; Cowles Bcstg. Co.
WEEI-FM, Boston; Columbia Bcstg. System, Inc.
WERS, Boston; Emerson College
WGBH, Boston; WGBH Educational Foundation
WHDH-FM, Boston; Matheson Radio Company, Inc.
WNAC-FM, Boston; General Teleradio, Inc.

Call Letters City Licensee

WLAW-FM, Boston-Lawrence; Hildreth & Rogers Co.
WBET-FM, Brockton; Enterprise Publishing Co.
WXHR, Cambridge; Middlesex Bcstg. Corp.
WHAI-FM, Greenfield; John W. Haigis
WHYN-FM, Holyoke; Hampden-Hampshire Corp.
WLLH-FM, Lowell; Merrimac Bcstg. Co., Inc.
WLYN-FM, Lynn; Puritan Bcstg. Service, Inc.
WBSM-FM, New Bedford; Bay State Bcstg. Co.
WFMR, New Bedford; E. Anthony & Sons, Inc.
WGTR, Paxton; General Teleradio, Inc.
WBEC-FM, Pittsfield; Western Mass. Bcstg. Co.
WBZA-FM, Springfield; Westinghouse Radio Sta., Inc.
WEDK, Springfield; School Comm. of Springfield
WMAS-FM, Springfield; WMAS, Inc.
WSPR-FM, Springfield; WSPR, Inc.
WJKO-FM, Springfield; Springfield Bcstg. Co.
WOCB-FM, West Yarmouth; E. Anthony & Sons, Inc.
WTAG-FM, Worcester; WTAG, Inc.

MICHIGAN

WUOM, Ann Arbor; Regents of University of Mich.
WBCM-FM, Bay City; Bay Broadcasting Co., Inc.
WHFB-FM, Benton Harbor; Palladium Publishing Co.
WTVB-FM, Coldwater; Twin Valley Bcstrs., Inc.
WKMH-FM, Dearborn; WKMH, Inc.
WBRI, Detroit; Booth Radio & TV Stations, Inc.
WDET-FM, Detroit; Wayne University
WDTR, Detroit; Bd. of Ed., City of Detroit
WJBK-FM, Detroit; Storer Bcstg. Co.
WJR-FM, Detroit; WJR, The Goodwill Station, Inc.
WWJ-FM, Detroit; The Evening News Association
WXYZ-FM, Detroit; WXYZ, Inc.
WKAR-FM, East Lansing; Michigan State College
WFBE, Flint; Flint Board of Michigan
WFUM, Flint; Regents of Univ. of Mich.
WFRS, Grand Rapids; Grand Rapids Bcstg. Corp.
WJEF-FM, Grand Rapids; Fetzer Bcstg. Co.
WLAV-FM, Grand Rapids; Vergluis Radio & TV, Inc.
WMCR, Kalamazoo; Western Mich. College of Ed.
WMLN, Mt. Clements; Macomb Publishing Co.
WKBZ-FM, Muskegon; Ashbacker Radio Corp.
WLDM, Oak Park; Lincoln Bcstg. Company
WOAP-FM, Owosso; Owosso Bcstg. Co.
WCAR-FM, Pontiac; WCAR, Inc.
WOMC, Royal Oak; Royal Oak Bcstg. Co.
WSAM-FM, Saginaw; Saginaw Bcstg. Co.

MINNESOTA

WEBC-FM, Duluth; Head of the Lakes Bcstg. Co.
KYSM-FM, Mankato; Southern Supply Co.
KTIS-FM, Minneapolis; Nw'n.-Theo. Sem. & Bible Trng. Sch.
WTCN-FM, Minneapolis; Mid-Continent Radio-TV, Inc.
WCAL-FM, Northfield; St. Olaf College
KFAM-FM, St. Cloud; The Times Publishing Co.
WMIN-FM, St. Paul; WMIN Bcstg. Co.
WNOV, St. Paul; Northwestern Vocational Inst.
KWNO-FM, Winona; Maxwell H. White

MISSISSIPPI

WGCM-FM, Gulfport; WGCM Bcstg. Company
WRFM, Hattiesburg; Forrest Bcstg. Co., Inc.
WJDX-FM, Jackson; Lamar Life Insurance Co.
WAPF-FM, McComb; Southwestern Bcstg. Co.
WMMI, Meridan; Meridan Municipal Jr. College
WMOX-FM, Meridian; Birney Imes, Jr.

MISSOURI

KCHR, Charleston; South Missouri Bcstg. Co.
KFUO-FM, Clayton; Lutheran Church-Missouri Synod
KWOS-FM, Jefferson City; Capital Bcstg. Company
WMBH-FM, Joplin; Joplin Bcstg. Company
KCMO-FM, Kansas City; KCMO Bcstg. Co.
KBOA-FM, near Kennett; Kennett Bcstg. Corp.
KWOC-FM, Pop Bluff; Poplar Bluff Bchtg. Co.
KDRO-FM, Sedalia; Milton J. Hinlein
KSLH, St. Louis; Bd. of Ed., City of St. Louis
KXOK-FM, St. Louis; KXOK, Inc.
KTTS-FM, Springfield; Independent Bcstg. Co.
KWPM-FM, West Plains; Robert F. Neathery

NEVADA

KENO-FM, Las Vegas; Nevada Bcstg. Company
KNEV, Reno; Everett B. Cobb

NEW HAMPSHIRE

WMOU-FM, Berlin; White Mts. Bcstg. Co., Inc.
WTSV-FM, Claremont; Granite State Bcstg. Co., Inc.
WKBR-FM, Manchester; Granite State Bcstg. Co., Inc.
WOTW-FM, Nashua; Nashua Bcstg. Corp.

NEW JERSEY

WFMN, Alpine; Edwin H. Armstrong
WJLK-FM, Asbury Park; Asbury Park Press, Inc.
WSNJ-FM, near Bridgeton; Eastern States Bcstg. Corp.
WPOE, Elizabeth; Radio Elizabeth, Inc.
WAAT-FM, Newark; Bremer Bcstg. Corp.
WBGO, Newark; Bd. of Ed., Newark
WNJR-FM, Newark; North Jersey Radio, Inc.
WCTC-FM, New Brunswick; Chanticleer Bcstg. Co.
WXNJ, Plainfield; WXNJ, Inc.
WSOU, South Orange; Seton Hall College
WTOA, Trenton; Mercer Broadcasting Co.

NEW MEXICO

KANW, Albuquerque; Bd. of Ed. of Albuquerque

NEW YORK

WROW-FM, Albany; Hudson Valley Bcstg. Co., Inc.
WMBO-FM, Auburn; Auburn Publishing Co.
WHCL-FM, Alleghany; WHDL, Incorporated
WKOP-FM, Binghamton; Binghamton Bcstrs., Inc.
WNYE, Brooklyn; Bd. of Ed., City of New York
WBEN-FM, Buffalo; WBEN, Inc.
WBNY-FM, Buffalo; Roy L. Albertson
WWOL-FM, Buffalo; Greater Erie Bcstg. Co.
WXRC, Buffalo; Western New York Bcstg. Co.
WVCV, Cherry Val. Twp.; Rural Radio Network, Inc.
WCLI-FM, Corning; Elmira-Corning Bcstg. Corp.

Call Letters City Licensee

WKRT-FM, Cortland; Radio Cortland, Inc.
WVCN, DeRuyter Twp.; Rural Radio Network, Inc.
WSHS, Floral Park; Bd. of Ed., Sewanhaka High School
WHLI-FM, Hempstead; FM Broadcasting Corp.
WWHG-FM, Hornell; The W. H. Greenhow Co.
WHCU-FM, Ithaca; Cornell University
WITJ, Ithaca; Ithaca College
WJTN-FM, Jamestown; James Bcstg. Co., Inc.
WMSA-FM, Massena; The Brockway Company
WGNR-FM, New Rochelle; New Rochelle Bcstg. Serv., Inc.
WBCA, New Scotland; Capitol Bcstg. Co., Inc.
WABC-FM, New York; American Bcstg. Co., Inc.
WABF, New York; Metropolitan Bcstg. & TV., Inc.
WCBS-FM, New York; Columbia Bcstg. System, Inc.
WEVD-FM, New York; Debs Memorial Fund, Inc.
WFUV, New York; Fordham University
WGHF, New York; WGHF, Inc.
WHOM-FM, New York; Atlantic Bcstg. Co., Inc.
WMGM-FM, New York; Marcus Loew Booking Agency
WNBC-FM, New York; National Bcstg. Co., Inc.
WNYC-FM, New York; City of N. Y. Municipal Bcstg. Sys.
WOR-FM, New York; General Teleradio, Inc.
WQXR-FM, New York; Interstate Bcstg. Co., Inc.
WHLD-FM, Niagara Falls; Niagara Falls Gazette Pub. Co.
WSLB-FM, Ogdensburg; St. Lawrence Bcstg. Corp.
WALK-FM, Patchogue; Suffolk Bcstg. Corp.
WHVA, Poughkeepsie; Poughkeepsie Newspapers, Inc.
WHFM, Rochester; Stromberg-Carlson Company
WRNY-FM, Rochester; Monroe Bcstg. Co., Inc.
WBCA, Schenectady; Capitol Broadcasting Co., Inc.
WGFM, Schenectady; General Electric Company
WVBT, S. Bristol Twp.; Rural Radio Network, Inc.
WSPE, Springville; Central Sch. Dist. No. 1
WAER, Syracuse; Syracuse University
WNDR-FM, Syracuse; Syracuse Broadcasting Corp.
WSYR-FM, Syracuse; Central New York Bcstg. Corp.
WEVR, Troy; Veterans Vocational School
WFLY, Troy; The Troy Record Company
WIBX-FM, Utica; WIBX, Inc.
WRUN-FM, Utica; Rome Sentinel Company
WWNY-FM, Watertown; The Brockway Company
WFNF, Wethersfield Twp.; Rural Radio Network, Inc.
WFAS-FM, White Plains; Westchester Bcstg. Corp.

NORTH CAROLINA

WGWR-FM, Asheboro; Asheboro Broadcasting Co.
WLOS-FM, Asheville; Skyway Bcstg. Co.
WBBB-FM, Burling; Alamance Bcstg. Co., Inc.
WFNS-FM, Burlington; Burlington-Graham Bcstg. Co.
WUNC, Chapel Hill; Univ. of North Carolina
WAYS-FM, Charlotte; Inter-City Advertising Co.
WBT-FM, Charlotte; Jefferson Standard Bcstg. Co.
WIST-FM, Charlotte; The Bcstg. Co. of the South
WSOC-FM, Charlotte; Radio Station WSOC, Inc.
WDNC-FM, Durham; Durham Radio Corp.

Call Letters City Licensee

WIFM-FM, Elkin; Yadkin Valley Bcstg. Co.
WFNC-FM, Fayetteville; Cape Fear Bcstg. Co.
WBBO-FM, nr. Forest City; Rutherford County Radio Co., Inc.
WGNC-FM, Gastonia; Catherine T. McSwain
WEQR, Goldsboro; Eastern Carolina Bcstg. Co., Inc.
WFMY, Greensboro; Greensboro News Co.
WGPS, Greensboro; Greensboro City Admin. Unit
WHNC-FM, Henderson; Henderson Radio Corp.
WNOS, High Point; The North State Bcstg. Co.
WHPE-FM, High Point; High Point Enterprise, Inc.
WHPS, High Point; Bd. of School Commissioners
WMFR-FM, High Point; Radio Station WMFR, Inc.
WEWO-FM, Laurinburg; Scotland Bcstg. Co.
WLOE-FM, Leaksville; WLOE, Inc.
WBUY-FM, nr. Lexington; Davidson County Bcstg. Co.
WFMB, nr. Mayodan; Mayo Bcstg. Corp.
WNAO-FM, Raleigh; News & Observer Publishing Co.
WPTF-FM, Raleigh; WPTF Radio Company
WRAL-FM, Raleigh; Capitol Bcstg. Co., Inc.
WREV-FM, Reidsville; The Reidsville Bcstg. Co., Inc.
WKFM, Roanoke Rapids; WCBT, Inc.
WFMA, Rocky Mount; Eastern Carolina Electronics, Inc.
WEED-FM, Rocky Mount; William Avera Wynne
WSTP-FM, Salisbury; Piedmont Bcstg. Co.
WSTP-FM, Salisbury; Piedmont Bcstg. Co.
WSNS, Sanford; Sanford Broadcasting Co.
WWGP-FM, Sanford; Sandhille Bcstg. Corp.
WOHS-FM, Shelby; Western Carolina Radio Corp.
WSIC-FM, Statesville; Statesville Bcstg. Co., Inc.
WCPS-FM, Tarboro; Coastal Plains Bcstg. Co., Inc.
WTNC-FM, nr. Thomasville; Thomasville Bcstg. Co.
WADE-FM, Wadesboro; R. P. Lyon & Son
WMFD-FM, Wilmington; Richard Austin Dunlea
WAIR-FM, Winston-Salem; WAIR Broadcasting Co.
WSJS-FM, Winston-Salem; Piedmont Publishing Co.
WMIT, Yancey County; Mt. Mitchell Bcstrs., Inc.

OHIO

WAKR-FM, Akron; Summit Radio Corporation
WFAH, Alliance; Review Publishing Company
WATG-FM, Ashland; Beer & Koehl
WICO-FM, Ashtabula; WICA, Inc.
WOUI, Athens; Ohio University
WTRF-FM, Bellaire; Tri-City Broadcasting Co.
WBGU, Bowling Green; Bowling Green State Univ.
WHBC-FM, Canton; The Ohio Bcstg. Co.
WCPO-FM, Cincinnati; Scripps-Howard Radio, Inc.
WKRC-FM, Cincinnati; Radio Cincinnati, Inc.
WLWA, Cincinnati; Crosley Bcstg. Corp.
WSAI-FM, Cincinnati; Buckeye Bcstg. Co.
WGAR-FM, Cleveland; The WGAR Bcstg. Co.
WBOE, Cleveland; Cleveland City. Bd. of Ed.
WERE-FM, Cleveland; Cleveland Bcstg., Inc.
WHK-FM, Cleveland; United Bcstg. Co.
WJW-FM, Cleveland; WJW, Inc.
WTAM-FM, Cleveland; National Bcstg. Co., Inc.
WSRS-FM, Cleveland Hts.; WSRS, Inc.
WCOL-FM, Columbus; Air Trails, Inc.
WELD, Columbus; RadiOhio, Inc.

Call Letters City Licensee

WHKC-FM, Columbus; United Broadcasting Co.
WLWF, Columbus; Crosley Broadcasting Co.
WOSU-FM, Columbus; The Ohio State University
WVKO-FM, Columbus; Sky Way Bcstg. Corp.
WHIO-FM, Dayton; Miami Valley Bcstg. Corp.
WLWB, Dayton; Crosley Bcstg. Corp.
WSLN, Delaware; Ohio Wesleyan University
WEOL-FM, Elyria; Elyria-Lorain Bcstg. Co.
WFIN-FM, Findlay; The Findlay Publishing Co.
WFOB-FM, Fostoria; Seneca Radio Corp.
WFRO-FM, Fremont; Wolfe Bcstg. Corp.
WMOH-FM, Hamilton; The Fort Hamilton Bcstg. Co.
WKSU-FM, Kent; Kent State University
WIMA-FM, Lima; Northwestern Ohio Bcstg. Corp.
WLOK-FM, Lima; WLOK, Inc.
WMRN-FM, Marion; Marion Bcstg. Co.
WMVO, Mt. Vernon; The Mt. Vernon Bcstg. Co.
WCLT-FM, Newark; The Advocate Printing Co.
WMUB, Oxford; Pres. & Trustees of Miami Univ.
WPAY-FM, Portsmouth; The Scioto Bcstg. Co.
WSTV-FM, Steubenville; WSTV, Inc.
WSPD-FM, Toledo; Storer Bcstg. Co.
WTDS, Toledo; Bd. of Ed., Toledo City School Dist.
WTOL-FM, Toledo; Community Bcstg. Co.
WTRT, Toledo; Unity Corp., Inc.
WWST-FM, Wooster; Wooster Republican Ptg. Co.
WFMJ-FM, Youngstown; The WFMJ Bcstg. Co.
WKBN-FM, Youngstown; WKBN Bcstg. Corp.

OKLAHOMA

KMUS-FM, Muskogee; Muskogee Bcstg. Co.
WNAD-FM, Norman; University of Oklahoma
KOKH, Oklahoma City; Bd. of Ed., Oklahoma City
KBGC, Shawnee; Oklahoma Baptist Univ.
KSPI-FM, Stillwater; Stillwater Publishing Co.
KTUL-FM, Tulsa; Tulsa Bcstg. Co.
KWGS, Tulsa; The University of Tulsa

OREGON

KWIL-FM, Albany; Central Willamette Bcstg. Co.
KRVM, Eugene; School Dist. 4, Lane Co.
KUGN-FM, Eugene; KUGN, Inc.
KWAX, Eugene; State of Oregon
KGPO, Grants Pass; Southern Oregon Bcstg. Co.
KTEC, Oretech; Oregon Technical Institute
KEX-FM, Portland; Westinghouse Radio Stations, Inc.
KWG-FM, Portland; Pioneer Bcstrs., Inc.

Call Letters City Licensee

KOIN-FM, Portland; KOIN, Inc.
KPFM, Portland; Bcstrs. Oregon, Ltd.
KPOJ-FM, Portland; KPOJ, Inc.

PENNSYLVANIA

WFMZ, Allentown; Penn-Allen Bcstg. Co.
WSAN-FM, Allentown; Lehigh Valley Bcstg. Co.
WVAM-FM, Altoona; The General Bcstg. Corp.
WGPA-FM, Bethlehem; Bethlehems' Globe Pub. Co.
WBUT-FM, Butler; Eagle Printing Company, Inc.
WCHA-FM, Chambersburg; Chambersburg Bcstg. Co., Inc.
WCED-FM, Dubois; Tri-County Bcstg. Co., Inc.
WEEX, near Easton; Easton Publishing Company
WEST-FM, Easton; Associated Bcstrs., Inc.
WERC-FM, Erie; Presque Isle Bcstg. Co.
WLEU-FM, Erie; WLEU Bcstg. Corp.
WHP-FM, Harrisburg; WHP, Inc.
WHHS, Havertown; Haverford Twp. Senior H. S.
WAZL-FM, Hazleton; Hazleton Bcstg. Co., Inc.
WARD-FM, Johnstown; Central Bcstg. Co., Inc.
WJAC-FM, Johnstown; WJAC, Incorporated
WGAL-FM, Lancaster; WGAL, Inc.
WLAN-FM, Lancaster; The Peoples Bcstg. Co.
WLAB, near Lebanon; Radio Lebanon, FM & TV, Inc.
WLBR-FM, Lebanon; Lebanon Bcstg. Co.
WLTN, Lewistown; Lewistown Bcstg. Co.
WMGW-FM, Meadville; Meadville Bcstg. Service, Inc.
WMCK-FM, McKeesport; Mon-Yough Bcstg. Co.
KYW-FM, Philadelphia; Westinghouse Radio Stations, Inc.
WCAU-FM, Philadelphia; WCAU, Inc.
WFIL-FM, Philadelphia; Triangle Publications, Inc.
WFLN, Philadelphia; Franklin Bcstg. Corp.
WHAT-FM, Philadelphia; Independence Bcstg. Co.
WIBG-FM, Philadelphia; Seaboard Bcstg. Corp.
WIP-FM, Philadelphia; Pennsylvania Bcstg. Co.
WPEN-FM, Philadelphia; Wm. Penn Bcstg. Co.
WPWT, Philadelphia; Philadelphia Wireless Tech. Inst.
WRTI-FM, Philadelphia; Temple University
KDKA-FM, Pittsburgh; Westinghouse Radio Stations, Inc.
WCAE-FM, Pittsburgh; WCAE, Incorporated
WDUQ, Pittsburgh; Duquesne University
WJAS-FM, Pittsburgh; Pittsburgh Radio Supply House
WKJF, Pittsburgh; Agnes J. Reeves Greer
WWSW-FM, Pittsburgh; WWSW, Inc.
WPAM-FM, Pottsville; Miners Bcstg. Service, Inc.
WPPA-FM, Pottsville; Pottsville Bcstg. Co.
WEEU-FM, Reading; Hawley Broadcasting Co.

Call Letters City Licensee

WGBI-FM, Scranton; Scranton Broadcasters, Inc.
WQAN-FM, Scranton; The Scranton Times
WUSV, Scranton; The University of Scranton
WPIC-FM, Sharon; Sharon Herald Bcstg. Co.
WKOK-FM, Sunbury; Sunbury Bcstg. Corp.
WRRN, Warren; Northern Allegheny Bcstg. Co.
WJPA-FM, Washington; Washington Bcstg. Co.
WBRE-FM, Wilkes-Barre; Louis G. Baltimore
WBRE-FM, Wilkes-Barre; Louis G. Baltimore
WLYC-FM, Williamsport; Lycoming Bcstg. Co.
WRAK-FM, Williamsport; WRAK, Inc.
WRAK-FM, Williamsport; WRAK, Inc.
WNOW-FM, York; The Helm Coal Co.
WNOW-FM, York; The Helm Coal Co.
WRZE, York; White Rose Broadcasting Co.

RHODE ISLAND

WPJB-FM, Providence; Providence Journal Co.
WPRO-FM, Providence; Cherry & Webb Bcstg. Co.
WPTL, Providence; Providence Bible Institute
WWON-FM, Woonsocket; Woonsocket Bcstg. Co.

SOUTH CAROLINA

WCAC, Anderson; Wilton E. Hall
WCSC-FM, Charleston; WCSC, Inc.
WTMA-FM, Charleston; Atlantic Coast Bcstg. Co.
WTIG, Clemson; Clemson Bcstg. Co.
WCOS-FM, Columbia; Radio Columbia
WIS-FM, Columbia; The Bcstg. Co. of the South
WUSC-FM, Columbia; Extention Div. of Univ. of S. C.
WDSC-FM, Dillon; Border Bcstg. Co.
WESC-FM, Greenville; Greenville Broadcasting Co.
WFBC-FM, Greenville; Greenville News-Piedmont Co.
WMRC-FM, Greenville; Textile Bcstg. Co.
WCRS-FM, Greenwood; Grenco, Inc.
WTND-FM, Orangeburg; WTND, Inc.
WRHI-FM, Rock Hill; York County Bcstg. Co.
WSNW-FM, Seneca; Blue Ridge Bcstg. Co., Inc.
WDXY, Spartanburg; The Spartan Radiocasting Co.
WSPA-FM, Spartanburg; The Bcstg. Co. of the South
WALD-FM, Walterboro; Walterboro Bcstg. Co.

SOUTH DAKOTA

KOZY, Rapid City; Black Hills Bcstg. Co. of Rapid City

TENNESSEE

WOPI-FM, Bristol; Radiophone Bcstg. Sta. WOPI, Inc.
WDOD-FM, Chattanooga; WDOD Bcstg. Co.

Call Letters City Licensee

WTJS-FM, Jackson; The Sun Publishing Co., Inc.
WJHL-FM, Johnson City; WJHL, Inc.
WKPT-FM, Kingsport; Kingsport Bcstg. Co., Inc.
WKCS, Knoxville; Fulton High School
WBIR-FM, Knoxville; Radio Station WBIR, Inc.
WUOT, Knoxville; University of Tennessee
WLIL-FM, Lenoir City; Arthur Wilkerson Lumber Co.
WMCF, Memphis; Memphis Publishing Company
WMCF, Memphis; Memphis Publishing Company
WSIX, Nashville; WSIX Broadcasting Station

TEXAS

KACC, Abilene; Abilene Christian Col.
KREL-FM, Baytown; Tri-Cities Bcstg. Co.
KRIC-FM, Beaumont; The Enterprise Co.
KCLE-FM, Cleburn; Marti, Inc.
WVTT, Dallas; Texas Trade School
KIXL-FM, Dallas; Variety Bcstg. Co., Inc.
KRLD-FM, Dallas; KRLD Radio Corporation
WRR-FM, Dallas; City of Dallas
KSMU-FM, Dallas; Southern Methodist University
KDNT-FM, Denton; Harwell V. Shepard
KVOF-FM, El Paso; Texas Western College
WBAP-FM, Fort Worth; Carter Publications, Inc.
KLUF-FM, Galveston; The KLUF Bcstg. Co., Inc.
KPRC-FM, Houston; The Houston Post Company
KTRH-FM, Houston; KTRH Bcstg. Co.
KUHF, Houston; University of Houston
KXYZ-FM, Houston; Shamrock Bcstg. Co.
KLTI-FM, near Longview; Le Tourneau Radio Corp.
KRBA-FM, Lufkin; Darrell E. Yates
KHBL, Plainview; Wayland Baptist College
KISS, San Antonio; The Walmac Co.
KITE-FM, San Antonio; Radio KITE, Inc.
KONO-FM, San Antonio; Mission Bcstg. Co.
KTSA-FM, San Antonio; Sunshine Bcstg. Co.
KTEM-FM, Temple; Bell Broadcasting Co., Inc.
KCMC-FM, Texarkana; KCMC, Incorporated
KWFT-FM, Wichita Falls; Rowley-Brown Bcstg. Co.

UTAH

KEPH, Ephraim; Utah State Agric. Col.
KVSC, Logan; Utah State Agricultural College
KUTV, Salt Lake City; Utah Bcstg. & TV Co.
KDYL-FM, Salt Lake City; Intermountain Bcstg. & TV Corp.
KSL-FM, Salt Lake City; Radio Serv. Corp. of Utah

Call Letters City Licensee

VIRGINIA

WARL-FM, Arlington; Northern Virginia Bcstrs., Inc.
WSVS-FM, Crewe; Southern Virginia Bcstg. Corp.
WBTM-FM, Danville; Piedmont Bcstg. Corp.
WEVA-FM, Emporia; Stone Bcstg. Corp.
WSVA-FM, Harrisonburg; Shenandoah Valley Bcstg. Corp.
WLVA-FM, Lynchburg; Lynchburg Bcstg. Corp.
WWOD-FM, Lynchburg; Old Dominion Bcstg. Corp.
WMVA-FM, nr. Martinsville; Martinsville Bcstg. Co.
WGH-FM, Newport News; Hampton Roads Bcstg. Corp.
WRVC, Norfolk; Larus & Brother Co., Inc.
WTAR-FM, Norfolk; WTAR Radio Corporation
WCOD, Richmond; Havens & Martin, Inc.
WLEE-FM, Richmond; Lee Bcstg. Corp.
WRNL-FM, Richmond; Richmond Newspapers, Inc.
WRVB, Richmond; Larus & Brother Co., Inc.
WDBJ-FM, Roanoke; Times-World Corporation
WROV-FM, Roanoke; Radio Roanoke, Inc.
WROV-FM, Roanoke; Radio Roanoke, Inc.
WSLS-FM, Roanoke; Shenandoah Life Stations, Inc.
WSLS-FM, Roanoke; Roanoke Bcstg. Corp.
WRFL, Winchester; Richard Field Lewis, Jr.

WASHINGTON

KALE-FM, Pasco; KALE, Inc.
KING-FM, Seattle; KING Bcstg. Company
KIRO-FM, Seattle; Queen City Bcstg. Co., Inc.
KISW, Seattle; Ellwood W. Lippincott
KOMO-FM, Seattle; Fisher's Blend Station, Inc.
KUOW, Seattle; Regents of the Univ. of Washington
KTNT-FM, Tacoma; Tribune Publishing Co.
KTNT, Tacoma; Tribune Publishing Co.
KTOY, Tacoma; Tacoma School District No. 10

WEST VIRGINIA

WJLS-FM, Beckley; Joe L. Smith, Jr., Inc.
WGKV-FM, Charleston; Kanawha Valley Bcstg. Co.
WKNA-FM, Charleston; Joe L. Smith, Jr., Inc.
WPDX-FM, Clarksburg; Clarksburg Bcstg. Corp.
WJPB, Fairmont; Fairmont Bcstg. Co.
WHTN-FM, Huntington; Greater Huntington Radio Corp.

Call Letters City Licensee

WPLH-FM, Huntington; Huntington Bcstg. Corp.
WLOG-FM, Logan; Clarence H. Frey & Robert O. Greever
WVOW-FM, Logan; Logan Bcstg. Corp.
WEPM-FM, Martinsburg; Martinsburg Bcstg. Co.
WAJR-FM, Morgantown; West Virginia Radio Corp.
WOAY-FM, Oak Hill; Robert R. Thomas, Jr.
WPAR-FM, Parkersburg; Ohio Valley Bcstg. Corp.
WKWK-FM, Wheeling; Community Bcstg., Inc.
WWVA-FM, Wheeling; Storer Bcstg. Co.

WISCONSIN

WHKW, Chilton; State of Wis. State Radio Council
WHWC, nr. Colfax; State of Wis. State Radio Council
WHAD, Delafield; State of Wis. State Radio Council
WEAU-FM, Eau Claire; Central Bcstg. Company
WJPG-FM, Green Bay; Green Bay Newspaper Co.
WWCF, Greenfield Twp.; Wm. C. Forrest
WHHI, Highland; State of Wisc., State Radio Council
WHSA, Highland Twp.; State of Wisc., State Radio Council
WHLA, Holmen; State of Wisc., State Radio Council
WCLO-FM, Janesville; Gazette Printing Company
WHA-FM, Madison; State of Wisc., State Radio Council
WHA-FM, Madison; State of Wisc., State Radio Council
WIBA-FM, Madison; Badger Bcstg. Co.
WISC-FM, nr. Madison; Radio Wisconsin, Inc.
WMFM, Madison; Earl W. Fessler
WDLB-FM, Marshfield; Dairyland's Bcstg. Serv., Inc.
WLIN, Merrill; Alvin E. O'Konski
WEMP-FM, Milwaukee; Milwaukee Bcstg. Co.
WISN-FM, Milwaukee; The Hearst Corp.
WNAM-FM, Neenah; Neenah-Menasha Bcstg. Co.
WRJN-FM, Racine; Racine Bcstg. Corp.
WJMC-FM, Rice Lake; WJMC, Inc.
WJMC-FM, Rice Lake; WJMC, Inc.
WHBL-FM, Sheboygan; WHBL, Inc.
WHRM, nr. Wausau; State of Wisc., State Radio Council
WFHR-FM, Wisconsin Rapids; William F. Huffman Radio, Inc.

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And Committees

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Phone: New Rochelle 6-1620

LLOYD R. AMOO
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Phone: 7-9272

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Phone: Fairfax 6802

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Croton-On-Hudson, N. Y.
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Laboratories: Great Notch, N. J.
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Phone: Adams 7299

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1355 Market St., San Francisco 3, Calif.
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13 Murray Court, Bedford, In.
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Phone: 888

ROBERT M. SILLIMAN
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Phone: Republic 7-6646

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4488 S.W. Council Crest Dr., Portland 1, Ore.
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Phone: Executive 3-8073

T & T RADIO MEASUREMENTS CO.
2559 Atlantic Ave., Long Beach, Cal.
Phone: Long Beach 4-2015

ARCHER S. TAYLOR
P. O. Box 1479 Missoula, Mont.
Phone: 9-1589

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Phone: Evergreen 1137

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7401 East 14th St., Indiannapolis 19, Ind.
Phone: Blackstone 0388

NATHAN WILLIAMS
20 Algoma Blvd., Oshkosh, Wis.
Phone: Blackhawk 22

RAYMOND M. WILMOTTE
1469 Church St., N.W., Washington 5, D. C.
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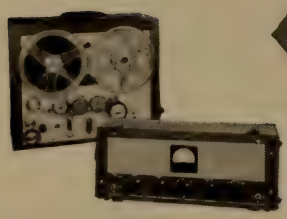
Before you buy... consider PRESTO

. . . the finest, most complete line of tape and disc recording equipment available today. Here are just a few of PRESTO's most popular items designed and precision manufactured for stations and recording companies.

TAPE RECORDERS



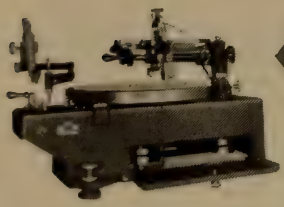
PRESTO portable PT-920

The top buy in portable tape recorders, 10 watt amplifier, two speakers and amplifier in one case. 3 motors, no take-up clutch.

PRESTO tape reproducer TL-10

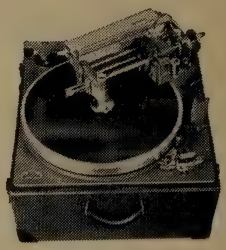
New and improved. Permits tape playback on 16" turntable at 7½" or 15"/sec. Plugs into standard speech input equipment.

DISC RECORDERS



PRESTO studio console 8 D-G

Direct gear drive, twin motors, 8 feed pitches in each direction. Radial cantilevered overhead with 1-D cutting head.



PRESTO portable 6-N

Low mechanical noise level; excellent accuracy at 78 and 33⅓ rpm; 1-D cutting head. Microgroove attachment available.

RECORDING AMPLIFIERS

PRESTO 92-B

For rack mounting. 60 watts, push button selector for recording characteristics. Removable front panel for easy maintenance.

PRESTO portable 90-B

Distortion of less than 1.5% at maximum output, 3 microphone input with mixer and master gain control. Complete facilities for remote recording.

PRESTO RECORDING CORPORATION

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Export Division: 25 Warren Street, New York 7, N. Y.

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WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

A LIST OF IMPORTANT RADIO, TELEVISION AND FM

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Vice-Pres., Gen. Counsel.....F. H. Uriell
Comptroller .....Edgar C. Bauler
Vice-Pres., Adv. Dir.....Seymour Mintz
Public Relations Dir.....Martin Sheridan
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PRODUCTS: Television receivers, television consoles and combinations, table radios, clock radios, portable radios, radio-phonographs, Dual-Temp and conventional refrigerators, electric ranges, home freezers, room air conditioners, dehumidifiers.

Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wisc.
Phone: Mitchell 5-5151

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Industrial Relations Mgr.....George Megow
Export Mgrs.....Rockne Intern't Corp.
Service Mgr.....G. W. Vater

PRODUCTS: Fixed Composition Resistors, Variable Composition Resistors, Electrically operated Solenoil Contactors, AC and DC Electric Motor Control Apparatus, Power Type Relays, Push Buttons, Pressure and Temperature Controls, Limit Switches, Timing Relays, etc.

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Office Manager.....A. Shapiro
Operations Manager.....Fred Schnurstein

PRODUCTS: Distributors of radio, TV, and industrial electronics parts and equipment including broadcast station tubes, parts, and supplies.

Amperex Electronic Corp.

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Phone: Hicksville 3-6200

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Dir. of Engineering.....Simeon Weston
Purchasing Agent.....Arnold Fricke
Advertising Mgr.....Louis Shappe
Export Managers.....Rocke International

PRODUCTS: Tubes: Transmitting, Power, Photo, X-Ray, Radiation Counter, Magnetrons, Special Purpose, Vacuum Condensers, Sub-miniature tubes, Germanium Diodes, all tube accessories, etc.

Ampex Electric Corp.

934 Charter St., Redwood City, Calif.
Phone: EMerson 8-1471

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V.P.-Gen. Mgr.....George I. Long
Secretary.....C. E. McSharry
Gen. Sales Mgr.....Harrison Johnston
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PRODUCTS: Magnetic Tape Recorders, Tape Film Synchronizing Equipment.

American Television & Radio Co.

300 East Fourth St., St. Paul 1, Minn.
Phone: Cedar 3791

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Chief Engineer.....Albert A. Goffstein
Credit Manager.....Harold Westhoff
Purchasing Agent.....Albert A. Goffstein
Export Managers.....Rocke Int'l Corp.
Service Manager.....Allan Degnan

PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

Amy, Aceves & King, Inc.

11 W. 42nd St., New York 36. N. Y.
Phone: LOngacre 5-6622

President .....Ernest V. Amy
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Chief Engineer.....Julius G. Aceves
Sales Manager.....F. A. Klingenschmitt

PRODUCTS: Master antenna systems, TV and FM antennas. Electronic developments.

Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C.1, N.Y.
Phone: STillwell 4-5411

REAR PROJECTION

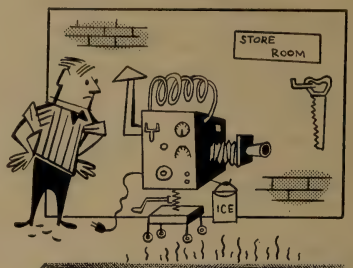
PROJECTORS

THIS LITTLE DESIGNER HAD PROBLEMS

(Just wasn't told about scale, screen-size or the like . . .)

AND MAINTENANCE HAD THEIRS, TOO

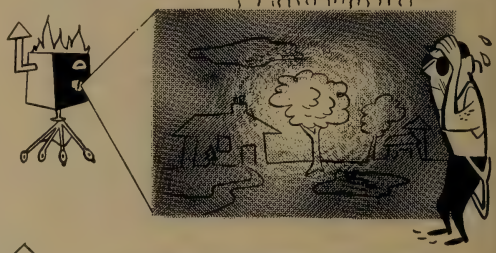
(Somebody sold somebody on something somehow . . . !)



SCREENS

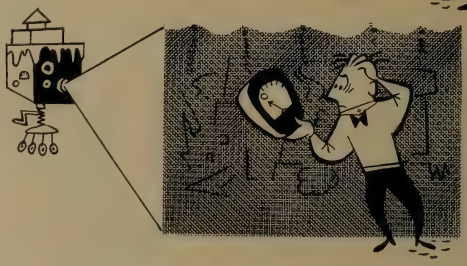
HERE EVERY SCENE HAD A "HOT-SPOT"

(Bright as can be . . . but not for TV . . .)



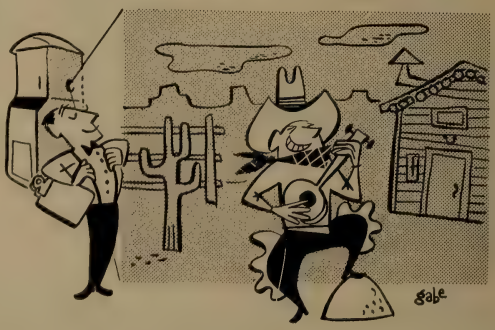
WHILE THIS LAD GOT NO LIGHT THROUGH

(Who said what about foot-candles?)



SLIDES

BUT THIS STATION MANAGER BEING A SMART STATION MANAGER CALLED ON TRANS-LUX TO EQUIP HIS STUDIO WITH THE VERY FINEST IN REAR-PROJECTION AND SO HIS SHOWS WERE FAR BETTER AND HIS ENTIRE STAFF MUCH HAPPIER ALL THE DAY LONG.



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Gen. Sec. & Chief
Engineer.....H. J. Heindel
Service Mgr.....Joseph Haug
Credit Manager.....Victor J. Buck
Purchasing Agent.....Bruce B. Donald
Industrial Relations Mgr.....John Andrea
Export Manager.....Ramon Masvidal

PRODUCTS: Radio and TV-FM receivers and TV-AM-FM phono. combinations.

Andrew Corporation

363 E. 75 St., Chicago 19, Ill.
Phone: TRiangle 4-4400
N. Y. Phone: RIdgewood 6-9181

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V.P. & Gen. Mgr.....C. R. Cox
Mfg. Manager.....E. A. Kooyman
Chief Engineer.....J. S. Brown
Dir. of Resreach.....W. M. Scheldorf
Sales Manager.....J. A. Estelle

PRODUCTS: Coaxial transmission line for TV-FM-AM, FM antennas, (special) TV antennas, antenna phasing and tuning equipment, monitoring equipment (AM), microwave link antennas and cable, VHF equipment.

Ansley Radio & Television, Inc.

85 Tremont St., Meriden, Conn.
Phone: 5-0660

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Vice-President.....A. A. Zachow
Secretary.....T. S. Harris, Jr.

PRODUCTS: Television Receivers, AM-FM Radios, Government eltctronic equipment.

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Phone: 12-656

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Asst. Secy.....H. L. Kerr
Chmn. of Bd. & Asst. Treas...James H. Ross
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Purchasing Agent.....J. P. Yohe

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500 Fifth Ave., New York 18, N. Y.
Phone: LA 4-3723-3724

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Vice-President .....Geo. V. Sullivan
Advertising .....Hart Lehman
Purchasing Agent.....J. C. Parvey

PRODUCTS: Electronic reproducing and recording equipment.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973

President .....Wm. C. Speed
Vice-President-Sec. .....Bryce Haynes

PRODUCTS: Recording discs (Audiodiscs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape), Magnetic Recording Film (Audiofilm).

Audio Masters Corp.

341 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-3881

President .....Herbert Rosen

PRODUCTS: Transcription and electric playback machines, recording tape, tape playback machine.

Audio & Video Products Corporation

730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-3091

President.....Charles E. Rynd
Vice-President.....W. Oliver Summerlin
Vice-President.....Kenneth B. Booth
Vice-President.....Fred M. Thrower
Treas. & Asst. Secy.....Paul Hilton
Secretary .....Joseph Connolly
Sales Promotion.....Leon A. Wortman

PRODUCTS: Sales and engineering representatives for the finest line of magnetic tape and disc recording equipment manufactured by: Altec Lansing Corp., Ampex, Audiodisc, Cinema Engineering Co., Editall Tape Splicer, Electric-Voice, Fairchild Disc Recorders and Playbacks, Langevin Mfg., Jim Lansing, McIntosh Amplifiers, Minnesota Mining & Manufacturing magnetic tape, Pickering, Telefex TV Productions Equipment and Rear-Process Slides, Thermo-Fax Duplicators and Sheets. Also TV special effects equipment.

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Phone: Humboldt 5-2100

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Adm. Vice-Pres.....Moses Shapiro
Vice-Pres., Charge of Sales..Bert E. Smith
Chief Engineer.....Joseph A. Mazzola
Comptroller.....M. E. Silver
V.P. Charge of Oper.....J. A. Heimbruch

PRODUCTS: Intermediate Frequency Coils, Radio Frequency Coils, K-trans, tuners, Choke Coils, TV Coils, TV Transformers and Ferrite Cores.

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Phone: 4762

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Vice-President.....Marvin W. Kyger
Vice-President.....Lothar E. Berg
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PRODUCTS: Steel erectors (radio-television towers and antennas.)

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Phone: Towson 2200

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General Sales Manager.....R. W. Fordyce
Merchandise Manager.....C. J. Hassard
Adv. & Sales Prom. Mgr.....W. C. Lederer
Credit Manager .....H. F. B. Kerr
Chief Engineer .....J. M. Miller, Jr.
Service Manager .....W. P. Muller

PRODUCTS: 17", 21" and 27" TV receivers, both table models and console AM and FM Console radios.

Bendix Radio, Broadcast Receiver & Television, Division of Bendix Aviation Corp.

Baltimore 4, Md.
Phone: TOwson 2200

General Manager.....E. K. Foster
Asst. Gen. Manager.....A. E. Welch
Chief Engineer .....J. Miller
Merchandising Manager.....C. J. Hassard
Purchasing Agent .....J. L. Winchester

PRODUCTS: Radio and Television Receivers.

The William Brand & Co., Inc.

North and Valley Sts., Willimantic, Conn.
Phone: Willimantic 3-1661

President ....William Brand
Vice-President.....A. W. Brand
Sales Manager.....R. H. Robinson
Purchasing Agent.....J. R. Garey
Credit Manager.....H. K. Lathrop

Chicago Office, 1313 W. Randolph St.
Phone: SEeley 8-0345

PRODUCTS: Turbo Varnished Tubing—All NEMA grades. Cotton, rayon, or glass braid. Turbo Saturated Sleeving—all NEMA grades. Cotton, rayon, or glass braids. Turbosil Silicone Glass Varnished Tubing—all NEMA grades. Turbo Silicone Glass Saturated Sleeving—all NEMA grades. Turbo Cambrics, tapes, cloths, and papers. Turbotuf Tubing and Sleeving—NEMA grades B-A-1, B-B-1, B-C-1. Glass braid coated with Turbotherm insulation.

Brook Electronics, Inc.

34 DeHart Pl., (Box 491), Elizabeth 2, N. J.
Phone: ELizabeth 2-7600

President .....N. Dinion
Vice-Pres. & Chief Eng.....Lincoln Walsh
Purchasing Agent.....Frank Hill

PRODUCTS: High quality audio amplifiers and systems.

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COMPLETE REAR SCREEN PROJECTION SERVICE

PROJECTORS — SCREENS — FRAMES — SLIDES — FOOTAGE

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FOR LIVE OR FILM TV
ABC — NBC — CBS

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1969 S. Vermont Ave.
Los Angeles 7, Calif.

Phone:
REpublic 1-3111

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone: WInchester 6-2121

President .....G. H. Browning
Vice-President .....R. L. Purrington
Chief Engineer .....F. A. Spindell
Production Manager .....J. C. Sullivan

PRODUCTS: FM tuners: FM-AM tuners; Frequency meters, cathode ray oscilloscopes. Regulated power suppliees and square wave generators. Standing wave amplifiers.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 16, Calif.
Phone: Talbot 4943

Owner-Chief Eng....William W. L. Burnett

PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 kc to 500 mcs covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

Cambridge Thermionic Corp.

445 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2800

President.....Frank Lyman, Jr.
Vice-President.....Mary G. McGillen
Vice-President.....Danforth W. Comins, Jr.

PRODUCTS: Frequency measuring service for AM-FM and TV lugs, terminal boards, electronic hardware, insulated terminals feed thrus, coils, coil forms, chokes and tooling.

Chicago Telephone Supply Corp.

1142 W. Beardsley Ave., Elkhart, Ind.
Phone: 3-0310

President .....J. G. Best
Exec. V.P.....B. S. Turner
V. P. & Gen. Sales Mgr.....W. A. Nicely
Secy.-Treas.....J. Mayo Lenz
Chief Engineer .....W. H. Budd
General Superintendent.....G. M. Cooper
Industrial Relations Mgr.....A. M. Daily
Traffic Manager .....R. I. Corner

PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

Clarostat Mfg. Co., Inc.

Washington Street
Dover, N. H.
Phone: DOver 975
N. Y. Phone: MUrray Hill 9-2518

Chairman of the Bd.....John Mucher
President .....Victor Mucher
Sales Mgr. Distributors Div. .....Fran Chamberlain
Secretary .....Arthur Richenthal
Exec. Vice-Pres.....George Mucher
V.P. in Chg. of Sales.....I. J. Youngblood

N. Y. Phone: MUrray Hill 9-2518

PRODUCTS: Volume controls, tone controls, wire wound power resistors, glasohms, resistor tubes, voltage dividers, L & T pads, attenautors. Decade Bos, rotary switches, television tube beam bender.

Capehart-Farnsworth Corp.

3700 E. Pontiac St., Fort Wayne 1, Ind.
Phone: ANthony 5301

President .....Fred D. Wilson
Chairman of the Bd.....Wm. H. Harrison
Vice-Pres., Gen. Mgr.....Richard A. Graver
Vice President (Research) Philo T. Farnsworth
Vice President (Engineering) .Antony Wright
Treasurer .....Paul H. Hartmann
Comptroller .....W. F. Hoeppner
Secretary and Asst. Treas.....C. H. Wiggin
Director of Sales.....Louis J. Collins
Director of Advertising.....S. A. Morrow
Director of Purchases.....R. B. Brown
Traffic Mgr. .....R. M. Hoey
Credit Mgr. .....A. E. Sibley

PRODUCTS: Capehart television receivers, AM-FM phonograph-radios, table, clock, and portable radios.

Collins Radio Co.

855—35th St., N. E., Cedar Rapids, Ia.
Phone: 3-0281
N. Y. Phone: LOngacre 4-3930-1-2-3

President .....Arthur A. Collins
Executive V. P. (New York) .W. J. Barkley
Vice-Pres.-Gen. Mgr. .....R. S. Gates
V.P. Chg. Engr. & Mfg.....L. M. Craft
Secretary-Treasurer .....S. J. Storm

PRODUCTS: Standard radio broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receivers and accessories. Airborne navigation equipment.

Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.
Phone: Bridgeport 6-0181
N. Y. Phone: CIrcle 5-7300

President.....James B. Conkling
Exec. V.P.....Goddard Lieberson
V. P. in Chg. of Sales.....P. J. Wexler
V. P. in Chg. of Mfg. and Engineering J. H. Hunter
Dir. of Research.....William Bachman
Treasurer .....William Wilkins
Dir. of Purchases...Robert P. Robinson, Jr.
Advertising Mgr.....Irving Townsend
Export Mgr.....L. V. Ruysschaert
Secretary .....K. Raine
Order Service Mgr.....E. P. Eldridge

PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions, Long Playing Microgroove Records and Phonographs.

Continental Electric Co.

715 Hamilton St., Geneva, Ill.
Phone: GEneva 4140

President .....H. R. McIlvaine
Credit Manager .....J. E. DeVleshower
Chief Engineer.....Henry Kent
Sales Manager .....E. C. Hanson

PRODUCTS: Phototubes, rectifier tubes, thyratrons, lead sulfide cells, TRU VAC vacuum gauges, TV picture tubes.

Continental Electronics Mfg. Co.

4212 Buckner Blvd., Dallas 10, Texas
Phone: EVergreen 1137

President .....James O. Weldon
Vice-President .....Lester H. Carr
General Mgr. .....W. M. Witty

PRODUCTS: AM transmitters and associated apparatus.

Corning Glass Works

Corning, New York
Phone: Corning 372

President .....W. C. Decker
V.P. & Controller.....George D. Macbeth
V.P. & Secretary.....William H. Curtiss
V.P. & Treasurer.....Chas. D. LaFollette
Vice President .....Harry M. Hosier
Vice President.....Jesse T. Littleton
Vice President .....William C. Taylor
Asst. Secretarv .....Wm. W. Sinclaire
Asst. Secretary .....Frederick H. Knight
Asst. Treasurer .....C. H. Kruidenier
Mgr. Elec. Products Div.....J. L. Hanigan
Mfg. Mgr. Elec. Products Div....N. J. Vang
Sales Mgr. Electronic Sales Dept.
J. S. Muller
Purchasing Agent .....F. S. Conable
Dir. Public Relations.....Hadan Logan

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, pyrex brand radio, insulators.

Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.
Phone: BArclay 7-5140

President .....John Cook
Treasurer .....J. C. Stagg

PRODUCTS: Radio and TV wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords and cord sets.

Crosley Division-AVCO Mfg. Corp.

1329 Arlington St., Cincinnati 25, O.
Phone: KIrby 6600
N. Y. Phone: MUrray Hill 3-0202

Vice-Pres. & Gen. Mgr.....John W.Craig
Vice-Pres. & Gen. Sales Mgr...Wm. A. Blees
Gen. Works Mgr.....F. L. Meacham
General Controller.....L. W. Adkins
Controller .....W. A. Smith
Director of Purchases.....Frank W. Warner
Director of Industrial
Relations .....Paul W. Deubery
Asst. Gen. Sales Mgr. in Chg.
Sales Prom. & Adv.....R. K. White
Vice-Pres. & Asst. Gen. Mgr.
in Chg. Electronics.....L. F. Cramer
Mgr. Crosley Purchasing....B. J. Brockhaus
Gen. Sales Mgr., Electronics..E. W. Gaughan
Dir. of Public Relations...Varley P. Young
Sales Mgr., Electronics....H. E. McCullough
Mgr. Electronic Eng.....D. B. Nason
Credit Manager .....John J. Hope, Jr.
Director of Exports.....Tye M. Lett, Jr.
Service Dept. Mgr..Richard H. Scheneberger
Traffic Dept. Mgr.....Frank C. Partlan

Crosley Radio & Television, Ltd.
121 McCormack Street
Toronto 9, Ontario, Canada
Phone: Lindhust 1186

Vice-Pres. & Gen. Mgr.....Ivor M. Leslie
Gen. Sales Mgr.....Alex Peters
Asst. Secy. & Treas.....J. M. Reynolds
Plant Supt.....H. Roper
Purchasing Agent.....H. G. Fisher
Chief Engineer.....R. W. Walker
Service Manager.....W. Whittal

PRODUCTS: Television, models including table, consoles and console phono-combinations. Radio, AM table models in wide color range, clock radios, AM-FM models, portable models, phono-combinations, and versatile radio-TV combination.

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Avenue, Clifton, N. J.
Phone: Mulberry 4-7400
for all divisions

President.....Allen B. Du Mont
Vice-President.....Stanley F. Patten
Gen. Asst. to Pres.....Keeton Arnett
Research Director.....T. T. Goldsmith, Jr.
Dir. of Oper., TV
Receiv. & Cathode-
ray Tube Div.....Irving G. Rosenberg
Dir. of Oper., Trans.
& Instru. Div.....C. E. Williams
Dir. and Gen. Mgr.,
Du Mont Televis. Netwk...Chris J. Witting
Dir. of Advertising.....Douglas Day
Controller.....B. L. Graham
Indus. Relat. Dir.....Harry Housten

Teleset Division
35 Market St., E. Paterson, N. J.

Direcotr of Operations..Irving G. Rosenberg
General Sales Manager.....Dan D. Halpin
Receiv. Mfg. Div. Mgr.....Paul Eshelman
Produc. Control Mgr.....H. A. Whitehead
Chief Engineer.....R. T. Cavanaugh
Purchasing Agent.....William Paten

TV Receivers, Yokes, Transformers, Timers, Coils, Other Parts, and Government Electronic Equipment

Cathode-ray Tube Division
750 Bloomfield Ave., Clifton, N. J.
Dir. of Operations.....Irving G. Rosenberg
Diision Manager.....F. P. Rice
Mfg. Manager.....William Carlin
Prod. Control Mgr.....J. Fisher
Chief Engineer.....A. Y. Bentley
Gen. Sales Mgr.....William C. Scales
Purchasing Agent.....A. R. Dutcher
Mgr. Replacement Sales....Edward B. Hinck
TV Receivers, Industrial and Special Purpose Cathode-ray Tubes

Transmitter Division
1500 Main Ave., Clifton, N. J.
Dir. of Operations.....C. E. Williams
Division Manager.....H. E. Taylor, Jr.
Asst. Division Mgr.....R. E. Kessler
Prod. Control Mgr.....M. Harris
Engineering Manager.....G. S .Gregory
Sales Manager.....J. B. Tharpe
Television transmitters, Cameras, Studio Equipment, Field and Remote Equipment, Government Electronic Equipment

Instrument Division
1500 Main Ave., Clifton, N. J.
Dir. of Operations.....C. E. Williams
Division Manager.....Rudolf Feldt
Asst. Division Mgr.....Dr. P. S. Christaldi
Prod. Control Mgr.....F. W. Sharpwinkel
Engineering Manager.....G. R. Mezger
Sales Manager.....E. G. Nichols
Design and manufacture of Cathode-ray Oscillographic and Associated equipment; Oscillographic recording and government electronic equipment

Research Division
2 Main Ave., Passaic, N. J.
Dir. of Research.....T. T. Goldsmith, Jr.
Dir. Tube Res. Laboratory.....S. J. Koch
Mgr., Patent Department.....R. G. Pelton

Goernment Contracts, Negotiation and Bid Division
750 Bloomfield Ave., Clifton, N. J.
Rirector.....C. E. Williams
Manager .....H. B. Graham
Assistant Manager.....J. N. Lord, Jr.
Washington Representative.....Zeus Soucek
De Sales Bldg.,
Phone: Metropolitan 1232

International Division
Empire State Bldg., 350 Fifth Ave.
New York. N. Y.
Phone: MUrray Hill 8-2600
Director.....Ernest A. Marx

PRODUCTS: Du Mont Television Receivers, Du Mont Imputuners and Sensituners, Television Component Parts, Cathode-ray Tubes for Television Reecivers and Industrial Use, Complete Television Transmitting Equipment including Control and metering accessories, camera chains, film pick-up chains, mixing desks, sync generators, and studio control consoles. Cathode-ray Oscillographs for Television and Radio Testing, and general industrial use.

Ectro, Inc.

425 S. Sandusky St., Delaware, Ohio
Phone: 3-1201

PRODUCTS: Complete battery-operated tape recorders, chargers, earphones; particularly adapted to use in the radio and TV fields.

Hugh H. Eby, Inc.

4700 Stenton Ave., Philadelphia, Pa.
Phone: DAvenport 4-7000
President.....James L. Hawley
Vice-President .....Bernard Offerman
Secretary-Treasurer.....Jules Sussman
General Manager.....Joseph M. Vananzi
Chief Engineer.....E. E. Ritter
Purchasing Agent.....A. A. Hankinson

PRODUCTS: Adaptors, jacks, knobs, plugs, male and female connectors, binding posts, octal sockets, miniature sockets (seven and nine pin), terminal strips, terminal boards, special assemblies (both mechanical and electrical) true shields, metal stampings, rack and panel connectors, battery plugs and connectors.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 39, Calif.
Phone: NO. 2-2168
Chicago Phone: SUperior 7-7572
President.....William H. Burgess
Sales Mgr. (Shavex Div.)..Wm. F. Edwards
Div. Mgr., TV.....L. G. Burgess
Div. Mgr., Contracts.....D. A. Marcus

PRODUCTS: Electronic Equipment-Contract Division: Sensitomiter and intervolometers. Electric shaver accessories. Shavex Div.: Shavex for changing AC to DC for a faster, smoother shave with any electric shaver (a rectifier device). TV Service Division: Do not manufacture any equipment—service only.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800
Pres., Chief Eng.....Henry S. Bamford
Vice-President.....Theo. T. Toole
Credit Manager.....William R. Morris
Purchasing Agent.....Jacob G. Grauer
Sales Manager.....Robert F. Brunner

PRODUCTS: Cathode Ray Receiving, Multi-gun and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators ;Electronic Engineering and Development.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: ORegon 5-7000
President .....B. Abrams
Secretary-Treasurer.....M. Abrams
Exec. Vice-Pres.....Dorman D. Israel

V.P. Govt. Contracts.....Morton P. Rome
V.P. Purchasing.....Harve Tullo
V.P. Works Manager.....E. J. Kelly
Controller .....A. Vogel
V.P. Dir. of Engineering...R. T. Capodanno
Director of Sales.....S. M. Abrams
Distribution Manager.....Joseph Kattan
Sales Promotion Mgr.....Albert Leon
Public Relations Mgr.....E. F. Solow
Export Manager.....Joseph Kattan
Personnel Manager.....P. R. Certo
Parts Sales-Service Mgr.....Floyd Makstein

PRODUCTS: Emerson Television Receivers: 17 in., 21 in. picture size, table and console models, console model television phonoradio. Emerson Radio Receivers: AC/DC compact and table models for AM and FM-AM. Portable Radio: Self-powered models (operate on batteries): "3-way" models (operate on batteries, AC, DC). Phonoradio: Table and console models. Electronic Equipment: For Government defense program.

Espey Manufacturing Co., Inc.

528 E. 72 St., New York 21, N. Y.
Phone: TRafalgar 9-7000

President & Treas.....Nathan Pinsley
V.-P. & Sales Advtg.....W. Walter Jablon
Vice-Pres. & Secy.....Sol Pinslev
V.-P. Eng.....Sam Sack

PRODUCTS: Model TV3K, TV Training Kit, Model 511C AM & FM Radio Receiver Chassis, 10 watts audio, Model 512C AM-FM Radio Receiver Tuner, self powered. Model 513C, AM-FM Radio Receiver Tuner, Model 514-C, amplifier & power supply, 20 watts audio for Model 513C tuner.

Fairchild Recording Equipment Corp.

154 St. & 7 Ave., Whitestone, N. Y.
Phone: INdependence 3-2100

President.....Sherman M. Fairchild
Exec. Vice-Pres.....Ray F. Crews

PRODUCTS: Sound recorders: synchronous disk recorders, synchronous magnetic tape recorders; transcription tables; magnetic cutterheads; dynamic pickups; miniature cartridges; recording equalizers; pickup equalizers; unitized amplifier systems and audio systems. Special development projects.

Federal Telecommunications Laboratories, Inc.

500 Washington Ave., Nutley, New Jersey
An IT&T Associate

President.....Admiral Carl F. Holden
V.P. and Comptroller.....J. G. Copelin
V.P., Systems and Commercial Research and Development Laboratories..W. Hatton
Tech. Dir., Systems and Comm. Res. and Develop. Laboratories...A. G. Clavier

PRODUCTS: Complete Television Transmitting and Studio VHF and UHF Equipment including TV Mobile Pickup Units and Microwave Links.

Federal Telephone and Radio Corp.

100 Kingsland Road, Clifton, New Jersey
Phone: NUtley 2-3600

President.....H. C. Roemer
Vice-President.....W. Hatton
Vice-President.....S. J. Powers
V.-P., Gen. Sales Mgr.....R. S. Perry
Vice-President.....F. B. Powers
Asst. to V.-P.....G. T. Scharffenberger
Comptroller.....R. D. Osborne
Secretary.....W. B. Levet
Treasurer.....W. E. Ogilvie, Jr.
Dir. Vacuum Tube Div.....W. Happe, Jr.
Dir. of Selenium Intelin Div.....S. J. Powers
Works Mgr.....T. M. Douglas
General Sales Mgr.....R. S. Perry
Advertising Mgr.....Crump Smith
Sales Mgr. Vacuum Tube Div..C. J. Harrison

PRODUCTS: Radio and Television equipment, transmitting and rectifing tubes, TV receiving tubes, microwave radio relay links and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies, measuring equipment.

The Gabriel Co. Workshop Assoc. Div.

Endicott St., Norwood, Mass.
Phone: Norwood 7-3300

V.P., Elec. Div.....G. G. Greene
Sales Mgr.....C. W. Creaser, Jr.
Division Mgr.....J. Van Epps

PRODUCTS: UHF-TV Transmitting Antenna and Related Components.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: 8202
N. Y. Phone: MUrray Hill 9-0200

President.....P. S. Gates
Vice-President.....L. I. McEwen
Secretary.....A. S. Petzoldt
Chief Engineer.....F. W. Wentura
Works Manager.....Kell Todd
Purchasing Agent.....John Bowers

PRODUCTS: Radio braodcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems.

General Electronics Inc.

101 Hazel St., Paterson 3, N. J.
Phone: MU. 4-5271

President.....D. E. Replogle
Gen. Mgr.....C. G. Hampson, Jr.
Purchasing Agent.....Martin Cottrell
Chief Engineer.....Irving Stein

PRODUCTS: Cathode ray tubes, transmitter and electron tubes.

General Electric Electronics Division

Electronics Park, Syracuse 1, N. Y.
Phone: 76-4411

Vice-Pres. & Gen. Mgr...Dr. W. R. G. Baker
Mgr. Engineering.....I. J. Kaar
Mgr. Marketing.....E. H. Vogel
Mgr. Finance.....G. L. Chamberlin
Mgr. Mfg.....W. M. Barker
Counsel.....R. M. Estes
Gen. Mgr., Components Dept....E. L. Hulse
Gen. Mgr., Receiver Dept.....W. H. Sahloff
Gen. Mgr., Comm. & Govt.
Equipment Dept.....G. F. Metcalf
Gen. Mgr. Tube Dept.....J. M. Lang

PRODUCTS: Radio and radio-phonograph combination receivers, TV receivers; radio and TV transmitters, antennas, and studio equipment; receiving, picture, transmitting and industrial tubes, germanium diodes; components; two-way communications equipment, electronic specialty items, civilian and government radar.

The General Industries Co.

Olive and Taylor Streets, Elyria, Ohio
Phone: 2235

President.....Allan W. Fritzsche
V.-P.-Sales Mgr., Motor Div.....H. E. Moon
Sales Mgr., Plastic Div.....Steve Hiltebrant
Purchasing Agent.....Clete Heidrich
Treasurer.....C. F. Russert
Chief Eng. Motor Div....Howard Shumaker
Chief Eng. Plastic Div.....Russell Smith

PRODUCTS: Electric Phonograph motors, Smooth power motors, Disc Recording assemblies, Tape Recording assemblies, Molders of plastic parts.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
Phone: ELizabeth 3-4400

Chairman of the Board....A. Blumenkrantz
Pres. & Treas.....R. E. Laux
Exec. Vice-Pres.....M. Cohen
V.-P. in Charge Mfg.....T. E. Keller
Treasurer.....A. Konecny, Jr.
Controller.....R. L. Klabin
Sales Manager.....E. A. Freed
Chief Engineer.....B. N. Fisher
Credit Manager.....W. W. Anderson
Dir. of Purchases.....C. B. L. Townley
Export Agents.....Ad. Auriema, Inc.

PRODUCTS: Television Front End Tuners, Variable Condensers, Auto Radio Tuners, Automatic Record Changers.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
Phone: Victory 2-0707

President .....Morris Perlman
Chief Engineer.....Dr. Einar Hedin
Purchasing Agent.....Arthur Kossnar
Eastern Sales Mgr.....R. M. Perlman

PRODUCTS: Sockets, Terminal Board Assemblies, Laminated Phenolic Parts, Battery Connectors, Coil Forms, Resistor Board Assemblies, multiple and single Male and Female Pin Plug Assemblies.

General Precision Laboratory, Inc.

63 Bedford Road, Pleasantville, N. Y.
Phone: Pleasantville 2-2000

President.....H. G. Place
V.-P., Gen. Mgr.....J. W. Murray
V.-P., Managing Dir.....R. L. Garman
Comm. Director.....Blair Foulds
Chief Engineer.....F. N. Gillette
Gov't Contract Rep.....W. Cooper

PRODUCTS: Television Studio and Mobile Equipment including Camera Chains, Projectors, Switchers, Syn Generators, and Video Recording equipment; also Theater Television equipment.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass
Phone: TRowbridge 6-4400
N. Y. Phone: WOrth 2-5837

Chairman of Board.....H. B. Richmond
President.....E. H. Locke
Vice-Pres. for Sales.....A. E. Thiessen
Vice-Pres. for Mfg.....C. C. Carey
Secretary-Treasurer.....F. L. Tucker
Sales Engng. Mgr.....M. T. Smith
Export Mgr.....S. W. DeBlois
Chief Engineer.....D. B. Sinclair
Publicity Mgr.....C. E. Worthen
Service Mgr.....H. H. Dawes

Graybar Electric Company, Inc.

420 Lexington Ave., New York 17, N. Y.
Phone: LE 2-4000

President.....W. E. Henges
Vice-President.....G. F. Hessler
Genl. Communications
Sales Mgr.....J. W. La Marque
Mgr., Electronic Sales.....G. I. Jones

PRODUCTS: Amplifiers, antenna equipment, attennators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast, tubes, turntables, reproducers and accessories, wiring supplies and devices. All TV broadcasting equipment.

The Hallicrafters Co.

4401 W. Fifth Ave., Chicago 24, Ill.
Phone: Van Buren 6-6300

President.....Wm. J. Halligan
Exec. Vice-Pres.....R. W. Durst
Gen. Sales Mgr.....Michael D. Kelly
Chief TV Engineer.....H. J. Adler
Advertising Manager.....John S. Mahoney
Service Manager.....Norman Cooper
Credit Manager.....Cal A. Shera
Radio Sales Mgr.....William J. Halligan, Jr.

PRODUCTS: TV Receivers, Short-Wave "Ham" Transmitters, and Receivers, Portable Radios, FM/AM Radios, Two-way radio-telephone equipment.

The Hammarlund Mfg. Co., Inc.

460 W. 34 St., New York 1, N. Y.
Phone: LOngacre 5-1300

President.....Lloyd A. Hammarlund
Treasurer .....Joseph Lush
Sec. & Comptroller.....Edward A. Wittmer
Production Manager...Hugh A. McCloskey
Sales Manager.....Robert B. Moon
Chief Engineer.....S. H. Van Wambeck
Advertising Manager.....Dale Samuelson
Personnel Director.....George Gulich
Purchasing Manager.....William Griffin

PRODUCTS: Communication receivers, variable capacitators, remote supervisory controls, diversity receivers.

Harvey Radio Laboratories, Inc.

447 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2800

President.....Frank Lyman, Jr.
Dir. Contract Adm....Norman W. Bertelsen
Sales Engineer.....E. J. Vogel
Clerk of Corp.....R. W. Martin
Chief Engineer.....B. J. Cosman
Purchasing Agent.....Frank C. Waterhouse
Comptroller.....Gordon C. Genther
Production Mgr.....E. Douglas Papkee
Personnel Director.....Mary Rizzitano

PRODUCTS: High fidelity FM broadcast transmitting and studio equipment, short wave telephone and telegraph transmitters, high fidelity FM broadcast receivers, regulated power supplies, I-F strips, visual alignment signal generators, galvascopes and associated radio and electronic equipment, two-way emergency communications equipment.

Haydu Brothers

P. O. Box 1226, Plainfield, N. J.
Phone: PLainfield 6-0878

President.....George K. Haydu
Vice-Pres. and Secy.....Zoltan Haydu
Chief Engineer.....Ben Artau
Sales Manager.....Joseph Bozzelli
Purchasing Agent.....Vincent Perrucci

PRODUCTS: Television picture tubes, miniature receiving tubes, power tubes for transmitting and industrial use, electron guns for television picture tubes, components for all types of vacuum tubes, including receiving and transmitting. TV radio, x-ray, incandescent and special purpose tubes, equipment for the manufacture of such tubes, equipment for the manufacture of neon signs, cold cathode lamps, and various special purpose lamp machinery. Precision machine parts and wire and forming parts.

Hazeltine Electronics Corp.

58-25 Little Neck Pkway, Little Neck, L. I., N. Y.
Phone: FLushing 7-8700

President .....F. Robinson
Executive Vice-Pres.....J. B. Dow
V.P. in Chg. of Engrng.....O. M. Dunning
V.P. in Chg. of Mfr.....J. Willenbecher
Director of Procurement.....M. E. Bahr
Mgr. Sales.....F. Mansur

PRODUCTS: Military types of radio and radar equipment. Air and marine electronic navigational equipment. Radio, radar and TV test equipment for laboratory and production testing.

Hytron Radio & Electronics Corp.

(Division of CBS, Inc.)
100 Endicott St., Danvers, Mass.
Phone: Danvers 2360
N. Y. Phone: MArket 3-5832

President.....Bruce A. Coffin
Chairman of Board-Treas...Lloyd H. Coffin
Vice-President.....Edgar M. Batchelder
Vice-Pres. & Sales Mgr.....John Q. Adams
V.P. Chg. of Engineering...C. F. Stromeyer
Advertising Manager.....Harry G. Burnett
Credit Manager.....M. S. Jones
Purchasing Agent.....Edward R. Carroll
Industrial Relations Mgr.....A. S. Nelson
Export Manager.....W. L. Urquhart

PRODUCTS: Receiving and electronic tubes; special purpose tubes, germanium diodes, TV picture tubes.

The Indiana Steel Products Co.

Valparaiso, Indiana
Phone: 178

Pres. & Treas.....A. D. Plamondon, Jr.
V. P. & Gen. Mgr.....R. F. Smith
Vice-Pres., Engineering.....C. A. Maynard
Asst. Sales Mgr.....I. A. Dickey

PRODUCTS: Permanent Magnets, Ion Traps, Magnetron Magnets, Magnet Assemblies.

Insuline Corp. of America

3602—35th Ave., Long Island City 1, N. Y.
Phone: AStoria 8-3738

President.....S. J. Spector
Secretary-Treasurer.....A. S. Spector
General Sales Mgr.....B. L. Cahn

Advertising Manager.....A. S. Chambers
Superintendent .....F. Henneke
Industrial Sales Mgr.....I. Romm
Chief Engineer.....J. Abel
Purchasing Agent.....H. Weston
Production Chief.....J. Brush

PRODUCTS: Adapters, Phone Pick-up; Aligning Tools; Amplifier Chassis; Angles and Brackets Antenna, Auto Radio; Antenna Connectors; Antenna Kits; Antennas, Home Mast; Antennas, FM & Television; Auto Radio Noise Suppressors; Bases, Steel; Beads, Cable; Binding Posts; Binding Post Heads; Bushings, Insulated; Cabinets, Metal; Cabinets, Speaker; Cable Clamps; Chassis Base; Chassis, Bottom Plate; Chokes; Chrome Trim; Clips, Alligator; Clip, Brass Spring; Code Set, Triplex; Coils, Coil Forms; Condensers; Cords, Double Phone; Cords, Resistor; Couplers, Flexible; Cushions, Ear; Cutters, Replacement; Cutting Tools; Dial Markers; Dial Plates; Displays; Drill, Replacement; Eyelets; Equalizing Condensers; FM Antennas; Fuse Mountings; Fuse Retainers; Grid Caps; Grid Cap Shield; Grommets, Rubber; Hardware, Radio; Headphones; Insulators; Jacks; Jacks, Microphone; Jacks, Shielded; Jacks, Tip; Jacks, Transmitting; Jars, Glass; Knobs; Lugs, Soldering; Lugs, Spade; Lugs, Terminal; Meter Cabinets; Morse Code Records; Mountings, Fuse; Name Plates; Netutralizing Tools; Noise Eliminators; Nuts; Oscillators; Panels, Aluminum, Bakelite, Masonite, Metal, Meter, Racks; Panel Bearings; Phone Cords; Phones, Ear; Phone Plugs; Phone Tips; Plates, Bottom; Plugs; Punches; Recks, Brackets, Chassis; Radio Panels; Record Player Switch; Reducers; Resistor Cords; Riveting Punch Set; Rivets, Rods; Screw Drivers, Insulated; Screws; Shearing Punch; Shields; Shields, Grid Cap; Sockets; Soldering Irons; Soldering Iron Elements; Spaghetti, Flexible; Spacers, Bushings; Spade Lugs; Speaker Cabinets; Steel Cabinets; Strips, Terminal; Suppressors, Auto Radio; Switches; Television, Accessories; Antennas, Tools; Terminal Lugs; Terminal Strips; Test Leads; Test Lead Wire; Test Prods; Test Tools; Tools; Tools, Neutralizing; Trans. Coil Mountings; Transmitting Tube Caps; Tube Shields; Tubing; Washers; Window Pole Antenna; Wire, Test Lead; Wrenches, Wrench Sets.

Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.
Phone: MIchigan 0367

President.....Paul F. Jackson
Vice-President .....Robert Apple
Sales Manager.....J. M. Fulkerson
Purchasing Agent.....R. C. Groves
Credit Manager.....J. E. Beery
Production Superintendent.....Carl Wack

PRODUCTS: Oscillograph, receiving tube testers, CR tube testers, electronic multimeters, RF generators, sweep generators, audio oscillators and condenser testers.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MAnsfield 6-7161
N. Y. Phone: BArclay 7-8972

Pres., Chair. of Board.....J. M. Bennan
Exec. Vice-Pres.....E. J. Bennan
Vice-Pres., Engineering.....L. Mauerer
Treasurer.....W. S. Minter
Secretary.....V. E. Lee
Sales Manager.....J. D. O'Brien
Export Manager.....M. J. Schmitt
Works Mgr.....F. C. King
Dir. of Purchases.....E. J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: POrtsmouth 7-7600

President.....Thomas A. White
Vice-President.....Charles A. Hausen
Vice-President.....Ralph P. Glover

PRODUCTS: Loudspeakers and accessories, cabinets for radio and TV equipment.

JFD Manufacturing Co., Inc.

6101-6123 16th Ave., Brooklyn 4, N. Y.
Phone: BEnsonhurst 6-9200

President .....Julius Finkel
Vice-President .....Albert Finkel
Secretary-Treasurer .....Edward Finkel

PRODUCTS: VHF-UHF TV antennas, FM antennas, TV antenna brackets and accessories, insulators, TV booster, wire, masts, glare filters, wire strippers, key hex wrenches, plugs, male, female, AC-DC continental and domestic test leads, test prods., phono needles, grille cloth, dial pointers, steel rule and ..wire gauge, line cords, resistance cords, AC service cords, "Sockette" radio tube adapters, exact duplicate ballast tubes, phosphor bronze dial cable, battery adapted harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midget jacks and plugs, toggle switches, auto condensers.

Johns-Manville

22 E. 40th St., New York 16, N. Y.
Phone: LExington 2-7600

Commodity Manager.....P. J. Washburn
(Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

J. H. Keeney & Co., Inc.

2600 West 50th St., Chicago 32, Ill.
Phone: HEmlock 4-5500

President .....Roy McGinnis
Vice-Pres., Gen. Mgr.....John Conroe
Sales Manager.....Paul Huebsch
TV Manager.....William Kroening
PRODUCTS: Seventeen and 21-inch table and consolette TV sets.

Kerrigan-Lewis Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.
Phone: SPaulding 2-7208
President.....Vincent M. Kerrigan
Vice-Pres.-Treasurer.....Charles F. Lewis
Secretary .....Fergus Kerrigan
PRODUCTS: Magnet and Litzendraht Wire.

Kimble Glass Company *subsidiary of* Owens-Illinois Glass Co.

Box 1035, Toledo 1, Ohio
Phone: FA. 6543
N. Y. Phone: JUdson 6-2300
President .....S. J. McGiveran
Gen. Sales Mgr.....E. B. Dennis, Jr.
Industrial & Electronics
Sales Mgr. .....J. P. Kearney
Sales Promotion Mgr.....Harlan Hobbs
Advertising Mgr.....W. E. McWhorter
PRODUCTS: Cathode ray bulbs, hand blown hard and soft glass bulbs, and lime glass tubing, electronic glass, tube and rod specialties.

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.
Phone: 74-3359
President.....Aden J. King
Vice-President.....F. M. Michaelian
Treas. & Gen. Mgr.....W. R. MacLeod
Secretary.....Barbara H. Sisson
PRODUCTS: Special alloys, chemicals and metals, radio tube parts, barex getters.

Kliegl Bros. Universal Electric Stage Lighting Co., Inc.

321 West 50th St., New York 19, N. Y.
Phone: COlumbus 5-0130
President.....J. H. Kliegl
Vice-President.....Herbert A. Kliegl
Secretary.....Frank H. Bliss
Treasurer .....Anna Kliegl
Plant Superintendent.....Joseph Kliegl
Purchasing Agent.....Henry Fisher
PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and M.P. studios.

Langevin Manufacturing Corp.

37 W. 65 St., New York 23, N. Y.
Phone: ENdicott 2-7200
Chairman of Board.....H. A. Leander
President.....Donald S. Morgan
Vice-President.....W. H. Beal
Secretary-Treasurer.....H. A. Kondolf
Sales Manager.....E. F. Gigvere
Engineering Director.....W. W. Dean
Mgr. of Operations.....J. D. Galligan
PRODUCTS: Audio Amplifiers — both standard and miniatured plug-in. Power Supplies, Video Amplifiers, Consoles, Automatic Limiting Amplifiers, Audio, Power and Pulse Transformers. Complete custom design audio facilities for broadcast and television.

Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.
Phone: WHitehall 4-1424
Sales Mgr., Radio Div.....J. F. Neary
PRODUCTS: Towers for TV-AM-FM Vertical Radiators Relay Towers.

Lomac Company

Box 1083, Macon, Ga.
Phones: 3-7437-8
President.....J. T. Love
Vice-Pres.....J. M. McFerrin, Jr.
Sec'y-Treas. .....Al Lowe
PRODUCTS: Manufacturers of antenna masts and other electrical components.

Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.
Phone: STamford 4-5781
President.....R. R. Machlett
Exec. V.P.....Dean S. Edmonds
Vice-Pres. of Sales.....W. E. Stevenson
Treasurer.....J. A. Lambert
V.P. of Production.....J. W. Skehan
Mgr. Engineer.....T. H. Rogers
Adv. Mgr.....A. F. Machlett
Industrial Rel. Mgr.....R. Gordon Hamblen
Export Mgr.....A. J. Foster
PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

The Magnavox Co.

Bueter Road, Fort Wayne 4, Indiana
Phone: Eastbrook 5471
Chairman of the Bd....Richard A. O'Connor
President .....Frank Freedman
V.-P. & Secretary.....Gerard M. Ungaro
Treasurer.....J. S. Sturgeon
Dir. of Engineering.....John Rankin
Asst. to Pres. (Mfg.).....D. C. Carter
V.-P., Gen. Mgr. (Govt. Prod. Division).....R. A. Wilson
Chief Television Engineer.....Frank Norton
Chief Radio-Phonograph Engineer.....R. H. Dreisbach
Asst. Sales Mgr. & Merch. Mgr.-Radio & TV Div.....Stewart Roberts
Dir. of Adv. & Public Relations.....Lauren K. Hagaman
Sales Manager—Industrial & Defense Prod. Div.....Stanley S. Sondles
Sales Mgr. Spec. Devices....John C. Koonz
Service Mgr. RP & TV.....Ray J. Yeranko

PRODUCTS: Receivers: Radio: AM-FM Console with Phonograph. Television: Table, Console, AM-FM Console with Phonograph. Speakers, Capacitors, Solenoids.

Majestic Radio & Television, Div. of Wilcox-Gay Corp.

70 Washington St., Brooklyn 1, N. Y.
Phone: ULster 2-6000

President .....Leonard Ashbach
Vice-Pres., Gen. Mgr.....Barnett S. Trott
Vice-President .....Maurice Raphael
Secretary .....Arthur Homans
Advertising Mgr.....Joseph G. DeVico
Chief Engineer.....Frank Dieli

PRODUCTS: TVreceivers; TV-radio receivers; TV-radio-phonograph combinations; AM-FM phono combinations.

J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.
Phone: STillwell 4-4600

President.....John A. Maurer
Treasurer.....Daniel R. Ehrlich
General Manager.....Donald G. McKay
Sales Manager.....Lewis A. Root
Chief Elec. Engr.....Lauge Fanoe

PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone: SPring 7-7670-1

President .....George Ruskin
Sec.-Gen. Mgr.....J. M. Kuhlik, Sc.D.
Chief Eng.....I. W. Kuhlik
Purchasing Agent.....J. V. Conniff
Treasurer.....H. B. Kuhlik
Advertising Mgr.....B. Burns

PRODUCTS: "Walkie-Recordall" sound-on-film recorders and reproducers, continuous recorders and reproducers, tape recorders and reproducers, automatic recorders and reproducers, permanent recorders and reproducers, reference recorders, conference recorders, telephone recorders, interview recorders, telemike, induction units for listening to or recording two-way telephone conversations, battery operated recorders, portfolio type recorders.

James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Mass.
Phone: Malden 4-4108

President .....James Millen
Sales Mgr.....E. E. Williams
Credit Manager.....Frances Bearse
Purchasing Agent.....George E. Pike
Chief Engineer.....Wade Caywood

PRODUCTS: Receivers: Amateur, Aviation, Marine, Police, Emergency Services. Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

Mirror Record Corp.

40-25 206 St., Bayside, L. I., N. Y.
Phone: BAyside 9-5656

Pres. & Treas.....P. K. Trautwein
Chief Engineer.....R. V. Hough

PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

Motorola, Inc.

4545 Augusta Blvd., Chicago 51, Ill.
Phone: Spaulding 2-6500

President.....Paul V. Galvin
Exec. Vice-Pres.....Robert W. Galvin
V.P. Cons. Prod. Div....Elmer H. Wavering
V.P. in Charge of Comm. & Electronics Div.....D. E. Noble
V.P. Finance.....E. P. Vanderwicken
V.P. in Charge of Procurement.....Frank J. O'Brien
V.-P. in Charge Sales.....William H. Kelley
Special Mdse. Mgr.....E. A. Holsten
Mgr. Natl. Defense Div...J. Benton Minnick
Prod. Mgr., Radio Div.....Jack Davis
Prod. Mgr., TV & Handie Talkie Units.....E. Passow
Dir. Adv. Sales Prom.....Ellis L. Redden
Sales Mgr. Comm. & Electronics Div.....Eugene S. Goebel
Sales Mgr., Cons. Prod. Div...James Herbert
Credit Manager.....Henry Kleinhans
Export Manager.....J. C. Weidemann
Service Manager.....A. T. Alexander

PRODUCTS: AM battery auto radio; battery and AC-DC portables; table model AM, AC, and AC-DC radios; table model AM-FM; console AM-FM with phonograph; record players; television—table models and consoles; combination AM-FM phonograph and television. Communications Equipment: FM marine, police, railroad, trucks and busses, taxicab, walkie-talkie, radar systems. Transmitters: marine, police, fixed station, supervisory control, telemetering, carrier communication and microwave multiplex systems.

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
Phone: WAbash 2-8800

President.....Leslie F. Muter
Vice-Pres. & Sales Mgr.....K. E. Rollefson
Vice-Pres. & Credit Mgr.....A. A. Dailey
Purchasnig Agent.....D. R. Capparelli

PRODUCTS: Resistors, switches, ceramic capacitors, Spirashields, coils, precision potentiometers, I.F. and R.F. transformers.

National Carbon Co.—Div. of Union Carbide & Carbon Corp.

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8000

Chairman of Board.....J. M. Spangler
President.....A. S. Johnson
Exec. Vice-Pres.....C. O. Kleinsmith
Exec. Vice-Pres.....P. M. Buhrer
Vice-President.....A. C. Bryan
Mgr. Battery Eng. Dept.....W. H. Fritz
V.-P., Adv. Sales Mgr.....H. M. Waren

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Air Cell" batteries for 2-volt and 1.4 volt receivers.

National Union Radio Corp.

350 Scotland Rd., Orange, N. J.
Phone: ORange 2-6600

President.....K. C. Meinken
V.P. in Charge of Research...A. M. Skellett
Equipment Sales Mgr....K. C. Meinken, Jr.
Renewal Sales Mgr.....V. K. Ulrich
Treasurer.....J. E. Murray
Secretary.....J. V. Deevy
Credit Manager.....H. A. Pope

PRODUCTS: Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, transistors and germanium diodes.

New York Transformer Co., Inc.

Third Ave., Alpha, N. J.
Phone: PHillipsburg 5-1143

President.....Joseph B. Schaefer
Adv. Manager.....Thomas B. Armstrong
Chief Design Eng.....Ernest D. Belanger
Chief Engineer.....George Pappas
Purchasing Agent.....Carl Seefer
V.P. Mfg.....A. H. Coover
V.P. Finance.....Kenneth Llewelyn

PRODUCTS: Transformers and reactors for TV, radios, transmitters, and receivers; audio frequency coils, electronic control devices and Hornet miniaturized transformers.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATlantic 5-6161

President.....J. D. Ceader
V.-P., Gen. Sales Mgr.....Hugo Sundberg
Secy. & Treas.....David E. Davis
Chief Engineer.....K. H. Wessel
Works Manager.....A. Sorice
Purchasing Agent.....H. Corey

PRODUCTS: Loud speakers, dial lamps, transformers, focus coils, miscellaneous coils.

Packard-Bell Company

12333 W. Olympic Blvd., Los Angeles 64, Cal.
Phone: Arizona 7-6721

President.....Herbert A. Bell
Exec. Vice-President.....Robert S. Bell
Vice-President.....Joe M. Spain
Sec.-Treas.....Lowell R. Day
Chief Engineer.....Charles Nichols
Plant Manager.....Jean Gleis
General Sales Mgr.....Kenneth R. Johnson
Dir. of Adv. & Sales Prom.....Robert H. Thompson
Service Manager.....Carl Duffy
Personnel Dir.....Charles Askin
Purchasing Agent.....William P. Kennedy

PRODUCTS: Radios, Radio-Phonograph-Recorder Combinations), Television. Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations, special electronic equipment for the Armed Services.

The Pentron Corp.

221 E. Callerton, Chicago 16, Ill.
Phone: Victory 2-7234
N. Y. Phone: Pelham 8-0120

President .....Irving Rossman
Treasurer .....Bernard Sahlins
Secretary .....Theodore Rossman
Chief Engr.....Rudolph A. Bierwirth
Comptroller .....Marshall Peiros
Porduction Chief.....Irving Dubrin
Purchasing Agent.....Donald Norlander

PRODUCTS: Tape recorders, tape playback units, electronc mike mixer, basic tape mechanism, pre-amplifiers, AM Tuner, foot pedal, speaker and baffle, continuous tape magazine, large reel adapter, telephone pick-up, and other accessories.

Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
Phone: NEbraska 4-5100

Board Chairman.....James T. Buckley
President .....William Balderston
Exec. V.P.....James H. Carmine
Pres.-TV & Radio Div.....Larry F. Hardy
V.P.-Ind. Rel.....Harold W. Butler
V.P. & Dir. of Purchases.....William H. Chaffee
V.P.-Oper.-TV & Radio Division.....Joseph H. Gillies
V.P.-Sales-TV & Radio Div. .....Frederick D. Ogilby
V.P., Gen. Sales Mgr.....John M. Otter
V.P.-Finance.....Courtnay Pitt
V.P.-Service & Quality..Henry T. Paiste, Jr.
V.P.-Research.....David B. Smith
V.P.-Adv.....John F. Gilligan

PRODUCTS: Receivers: Battery—Automobile, Table, Portable, Portable AC-DC; Radio —AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Portable Wet Cell, AM Table with Phonograph, AM Console with Phonograph, Television — Table, Console, Console with Phonograph, AM-FM Console with Phonograph, Record Players, Communications equipment: Marine, Railroad, Walkie-Talkie, Radar Systems. Transmitters: Micro Wave, Relay. Tubes: Receiving, Cathode Ray Receiving, UHF Converters, TV boosters.

PEMBREX TV (Div. PEMBREX Theater Supply, Inc.)

1969 So. Vermont Ave., Los Angeles 7, Calif.
Phone: REpublic 1-3111

President.....Louis M Wutke
Vice-President.....Edwin C. Wutke
V.P. in Chg. of TV.....Lois E. Landon

PRODUCTS: PEMARC Rear-screen Projection (still-slide) Hi-Intensity Arc Projectors. 20,000 to 25,000 Lumen. Pemink Rear-screen Projection (still-slide) incandescent 5,000 watts dimmer control single or double units with special effects attachments. Pemsync motors and 16 and 35 mm Rear-Screen motion picture units. Translucent screens, (blue/black) portable aluminum frames and TV's most complete still and moving plate (slide and footage) library available. TV Model Visualcast for prompting, special effects and layovers.

Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.
Phone: ALgonquin 4-3363

President.....M. L. Granat
Vice-President .....Gary Granat
Chief Engineer.....Reginald Burke
Treasurer .....Murray Granat

PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors. coils, transmitter kits, amplifier kits, radio control kits.

Pilot Radio Corp.

3706-36 St., Long Island City 1, N. Y.
Phone: STillwell 4-5454

President .....Isador Goldberg
Vice-President.....J. N. Benjamin
Secretary-Treasurer.....I. W. Wyckoff
Sales Manager.....J. I. Benjamin
Purchasing Agent.....Paul Lefko
Chief Engineer.....Richard Shottenfeld

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers, and TV receivers. AM-FM Timers Amplifiers, Pre-Amplifiers.

Presto Recording Corp.

P. O. Box 500, Paramus, N. J.
Phone: DIamond 3-5700

President.....George J. Saliba
Secretary.....Morris M. Gruber
Treasurer .....A. Benjamin
Comptroller.....Ruth B. Sholes
Sales Manager.....Thomas B. Aldrich
Asst. Sales Mgr.....Austin B. Shules

PRODUCTS: Disc recording and transcription equipment; tape recording and transcription equipment; recording amplifiers; limiter amplifiers; blank recording discs.

Polarad Electronics Corp.

100 Metropolitan Ave., Brooklyn 11, N. Y.
Phone: STagg 2-3464

President.....Dr. D. L. Jaffe
Chief Engineer.....P. H. Odessey
Chief Systems Engr.....Leo Gross
Production Manager.....Victor Gross

PRODUCTS: TV Studio & Test Equipment, picture & waveform Monitor, Portable Picture Monitor, TV Distribution Amplifier, Dual and Single Regulated Power Unit, Radio Cue System Wide Band Video Amplifier, Color TV Studio & Test Equipment.

Radio Condenser Co.

Davis & Copewood Sts., Camden 3, N. J.
Phone: EMerson 5-5500

President.....R. E. Cramer
Exec. Vice-President.....W. W. Paul
Vice-President.....R. E. Cramer, Jr.
Sales Manager.....E. J. Penberthy
Chief Engineer.....J. S. Robb

PRODUCTS: VHF and UHF TV Tuning Devices, Variable Air Condensers, Variable Air Capacitors and Tuners for Government and Special Communications Equipment. Automotive push-button permeability Tuning Units.

RCA Victor Division, Radio Corp. of America

Front & Cooper Sts., Camden, N. J.
Phone: WOodlawn 3-8000

Vice-President .....Emanuel Sacks
V.P. and Gen. Mgr.....W. A. Buck
Oper. Vice-Pres.....C. M. Odorizzi
V.P. Chg. of Consumer Prod.....J. B. Elliott
V.P. Chg. of Tech. Prods....L. W. Teegarden
V.P., Chairman Bd., RCA Estate Appl Corp.....R. A. Seidel
V.P. in Chg. Org. Develop.....E. M. Tuft
General Attorney.....S. E. Ewing
V.P. Chg. Home Department....H. G. Baker
V.P., Dir. Reg. Operations...P. A. Barkmeier
V.P. Chg. Tube Dept.....R. T. Orth
V.P. Chg. Eng. Prod. Dept.....W. W. Watts
V.P. Chg. Fin.....J. S. Carter
V.P. Chg. Materials.....V. deP. Goubeau
V.P. Chg. Eng.....D. F. Schmit
A. & R. Manager.....Ben Selvin
Dir. Plant Eng.....Frank Sleeter
Dir. Accounting.....D. L. Trouant
Dir. Personnel.....A. F. Watters
Dir. Consumer Prod. Distr.....J. M. Toney
Dir. of Tech. Prods.....H. V. Somerville
Dir. of Pub. Rel.....Julius Haber
Dir. of Cons. Prod. Advstg.....R. H. Coffin
V.P., Dir. Planning.....E. D. Foster
V.P., Western Mgr.....H. R. Maag
Pres., RCA Service Co., Inc.....E. C. Cahill
Pres., RCA Victor Distributing Corp.....W. M. Norton

Pres., RCA Estate Appliance Corp.....Cecil M. Dunn
Gen. Sales Mgr., Home Instrument Department.....R. W. Saxon
Advstg. and Sales Prom. Mgr., Home Instrument Dept.....J. M. Williams
Gen. Sales and Mdse. Mgr., Record Department.....L. W. Kanaga
Advstg. and Sales Prom. Mgr., Record Department.....W. I. Alexander
Advstg. and Sales Prom. Mgr., Engr. Products Department.....John P. Taylor
Publicity Director.....H. D. Desfor
Gen. Sales Mgr., Tube Dept.....L. S. Thees
Adv. and Sls. Prom. Mgr., Tube Department.....H. S. Stamm

PRODUCTS: Aircraft and airport communication systems, AM, FM, and television receivers, AM, FM and television transmitting equipment, Amateur radio equipment, Antenaplex, Antenna Systems, Aviation Radio Equipment, Beverage and ampule inspection machines, Broadcast station studio equipment, Communications equipment, Custom recordings, Direction finders, Electronic business machines, Electronic components and service parts, Electronic fire control apparatus, Electron microscopes, Electron tubes—receiving, power, cathode-ray and special types, Engineering services, Film, disc and magnetic recording equipment, Gas and electric home kitchen ranges, Heatrola space heaters, Home Air Conditioners, Industrial electronic products, Industrial television equipment, Inter-communication equipment, Microphones, Microwave equipment, Mobile radio communication equipment, Phonograph records (45, 33 1/3 and 78-rpm), Public address and industrial sound equipment, Radio batteries, Record players, Service and maintenance on electronic equipment, 16-mm and 35-mm motion picture projectors and theater equipment, Sonar apparatus, Sound-powered telephones, Test and measuring equipment, Theater television equipment, Tube parts and tube-making machinery, Victrola Radio-Phonographs.

Radio Engineering Laboratories, Inc.

36-40 37th St., Long Island City 1, N. Y.
Phone: STillwell 6-2100

President.....C. R. Runyon, Jr.
V. P. & Mgr. of Sales....Frank A. Gunther
Secy. & Dir. of Purchases.....Joseph Behr
Chief Engineer.....Joseph Tennis
Director of Research.....James R. Day
Comptroller.....James A. Cronin

PRODUCTS: Broadcast transmitter, FM, 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment. Quadrilene Amplifiers, Serrasoid modulators, Ten watt FM educational transmitters, Broadcast mobile transmitter link equipment, point-to-point multiplex communications equipment, FM radio relay links, special FM communications systems, FM store receivers, FM bus receivers and radio music receivers.

Rangertone, Inc.

73 Winthop St., Newark 4, N. J.
Phone: HUmboldt 5-2550

President.....R. H. Ranger
V.P. Charge Eng.....P. M. Brubaker
Secretary .....H. Gallina
Purchasing Agent.....A. C. Willms

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyratron Inverters: for Controlled frequency Power, and Magnetic Heads, Tape-to-Film editing and transfer to sound film.

Raytheon Manufacturing Co.

100 River St., Waltham 54, Mass.
Phone: 5-5860
N. Y. Phone: WHitehall 3-4980

President .....Charles Adams
V.-Pr. in chg. Equip. Sales.....Capt. Hull
V.-P., Int'l Div.....R. Ellis
Adv. Manager.....Charles Olson

PRODUCTS: Tubes, TV microwave relay equipment, communications, microwave equipment.

Reeves Soundcraft Corp.

10 East 52nd St., New York 22, N. Y.
Phone: PLaza 9-2644

President.....Hazard E. Reeves
Vice-President-Sales.....Frank B. Rogers
Vice-Pres.-Production .....Homer Clapper
V.P. Springdale Pl.....Edward Schmidt
V.P. Allentown Pl.....Harry F. Scheirer
Advertising Manager....Thomas J. Dempsey

PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, styli.

Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.
Phone: STillwell 4-7062-3-4

President, Sales Manager.....George Silber
Plant Supt.....S. Simonson
Plant Supt.....Sidney Simonson
Export Dept.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.
Phone: UNiversity 4-2400

President .....E. Alschular
Vice-President.....M. D. Block
Secretary.....R. S. Lawton
Production Manager.....I. J. Jacobsen
Chief Engineer.....W. J. Schnell

Purchasing Agent.....J. L. Jones
Director of Sales.....E. G. May
Sales Manager.....R. B. Parks
Export Manager.....H. A. Sillcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Co.

(*Div. of Sherron Metallic Corp.*)
1201 Flushing Ave., Brooklyn 6, N. Y.
Phone: HYacinth 7-2820

President.....P. H. Sherron
Vice-President.....J. W. Hunter
Senior Vice-President.....R. M. Stock
Director of TV Devel, Res...P. J. Gollhofer
Dir. of Purchases.....M. C. Turner

PRODUCTS: Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom built equipment designed and manufactured to customers requirements.

Special Effects & Equipment, Inc.

418 W. 59th St., New York 19, N. Y.
Phone: CIrcle 7-7828

President .....Roy Benjamin
Exec. Vice-President.....Robert Lawrence
Operations Vice-Pres.....Bob Paulson
Treasurer .....Philip Kornblum

PRODUCTS: Complete sales, engineering, and consultation service on line of TV and film production equipment. Beseler Arc, Incandenscent and T-Vu-Graph Projectors, Moving background projectors, RP screens and frames, M. B. Paul Translucent Photographic Backgrounds, Slide and Film Library, Script Prompting Service, Optical Effects Kit, Special Effects Gimmicks.

Stancil-Hoffman Corporation

1016 N. Highland Ave., Hollywood 38, Calif.
Phone: Hillside 7461

President.....William V. Stancil
Vice-President .....Robert Martin
Secretary-Treasurer .....Gary Granville

PRODUCTS: Magnetic recorder/reproducer for Tape Model R4, magnetic recorder/reproducer for film Model S5 16 mm. & 17.5 mm., magnetic recorder for tape-battery operated portable—Model M5A (miniature), magnetic recorder/reproducer — multi-channel for tape Model CRM-15, pre-amplifier/mixer—4 channel Model AM3, tuning fork controlled power supply—425 watts output Model V1A.

Standard Radio Transcription Services, Inc.

140 North LaBrea, Hollywood 36, Calif.

President .....Gerald King
Vice-President.....Milton M. Blink
Sales Mgr.....Gus Hagenah
Business Mgr. & Counsel...Lewis TeeGarden

PRODUCTS: Standard radio transcription library service, Standard super sound effects, Mood music library.

Stewart-Warner Electric Div. of Stewart-Warner Corp.

1300 N. Kostner Ave., Chicago 51, Ill.
Phone: ALbany 2-1000

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General Manager.....E. G. Fossum
Gen. Sales Mgr.....E. L. Taylor
Comm. Sales Mgr.....J. R. Howland
Service Mgr.....R. W. Felber
Chief Engineer.....S. C. Kolanowski
Credit Manager.....A. W. Grossklags
Publicity Mgr.....C. W. Grange
Export Mgr.....J. E. Burke
Purchasing Agent.....G. Blackberg
Industrial Relations Mgr.....W. W. Miller
Traffic Manager.....R. C. Stockton

PRODUCTS: RADIOS: AM, Short-Wave, AM-FM Console, Table, Console Combinations, Table Combinations, Portables; Civil and Military Electronic Devices; Miniaturized Electronic Equipment; Citizens Radio Transceivers. TV: Table, Console, Console Combinations.

Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.
Phone: CUlver 0260

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Vice-Pres.....Gordon G. Hoit
V.P. & Gen. Mgr.
Broadcasting Div.....William Fay
V.P. Gov't Contracts.....Sidney R. Curtis
Gen. Mgr. Tele. Div.....Arthur F. Gibson
Secretary.....Edwin C. Roworth
Treasurer.....Wilbur W. Hetzel
Controller.....D. G. Schuman
Mgr. Industrial Relations....George E. Eyer
Mgr., Sound Equip. Div.....A. G. Schifino
Gen. Mgr.-Radio-TV.....Clifford J. Hunt
Mgr. Adv. & Public Rel..Stanley H. Manson

PRODUCTS: TV Table Models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, Hi-Fi Amplifiers, Tuners, Cabinets; Electronic Carillon Equipment. Intercommunicating Systems, Telephones, and Switchboard Equipment.

Sylvania Electric Products, Inc.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-2424

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Vice-President.....E. Finley Carter
Vice-President.....R. H. Bishop

Exec. Vice-President.....H. Ward Zimmer
V.P. Charge of Sales.....B. K. Wickstrum
Gen. Sales Mgr., Radio Div.....H. P. Gilpin
Dir. of Advertising.....T. P. Cunningham
PRODUCTS: Television Picture Tubes, Radio and Television Receiving Tubes, Germanium Diodes, Radio and Television Testing Equipment, Radio and Television Receivers, Tube Parts, Tungsten and Chemical Products.

Sylvania Electric Products, Inc.

43-20 34th St., Long Island City 1, N. Y.
Phone: STillwell 4-1160

Plant Manager.....E. L. Nunz
Works Manager.....Henry M. Randall
Chief Engineer.....Milton King
Credit Manager.....J. Klees
Purchasing Agent.....Jack Blau
Service Manager.....Andrew Ruge
PRODUCTS: Laminated Bakelite Tube Sockets, Laminated Terminal Boards, Airloop Assembles, Wired Assembles, Tube Contacts, Component Parts for Molded Assemblies.

Sylvania Electric Products, Inc. Radio & Television Division

254 Rano St., Buffalo 7, N. Y.
Phone: Victoria 2450

General Manager.....J. K. McDonough
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Gen. Sales Mgr.....B. O. Holsinger
Chief Engineer.....N. L. Harvey
Div. Controller.....E. J. Vigneron
Div. Personnel Manager.....H. S. Hagen
Asst. Sales Manager.....A. A. Currie
Adv. & Prom. Mgr.....William Stroben
Sales Mgr.—Auto Sales.....C. H. Symington (Detroit)
PRODUCTS: Sylvania Radio Receivers (AM & FM) Sylvania "Movie-Clear" Television Receivers.

Television Associates, Inc.

E. Michigan St., Michigan City, Ind.
Phone: 7-7207

Pres. & Gen. Mgr.....W. C. Eddy
Asst. Gen. Mgr.....J. L. Lahey
Secretary .....Margaret Durnal
PRODUCTS: Studio lighting equipment: Ceiling mounted incandescents, and fluorescents; dolly mounted fluorescents; control fixtures for mounting spotlights; light panel control equipment and switch panels. Microwave relay equipment: Reflectors and mounting supports; parapet clamps; metal tripods. Studio equipment: Camera Dollies, tripods, hi-hats and lo-hats for camera mounting, cable clamps. Projection Room accessories: Continuous reel magazines, rewind mandrels, and storage racks for continuous reel film loops; kaleidoscope projectors; specialized film loops for continuous reel use.

Television Equipment Corp.

238 William St., New York 38, N. Y.
Phone: BEekman 3-6750

President.....John B. Milliken
Vice-President .....Robert Sandbach
Secretary-Treasurer.....Peter H. Milliken
Chief Engineer.....David R. Greenberg
Purchasing Agent.....Timothy Murphy
Sales Manager.....Lee Baker
PRODUCTS: TV Cameras, TV accessories, oscilloscopes, special purpose electronic equipment specifically test equipment.

Transmitter Equipment Mfg. Co., Inc.

345 Hudson St., New York 14, N. Y.
Phone: WAtkins 4-1550

Pres., Treas.....Morton B. Kahn
Secretary.....F. C. Botscheller
PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computors, Radar Equipment, Guided Missile Controls, etc.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: LIncoln 3-2705

General Manager.....Joseph Tait
Chief Engineer.....Henry P. Meisinger
Sales Manager.....Eugene Rosen
PRODUCTS: Manufacturers and distributors of audio, sound and hi-fidelity equipment. Manufacturer Panacoustic transcription equipment, audio consoles and custom equipment. Distribute, Magnecord, McIntosh, Presto equipment, microphones and loudspeakers. Specializing in engineering manufacturing and essmbling custom equipment for radio Broadcast stations. Complete Studio and Technical plant for Sound Recording—both tape and disc. Also complete facilities to produce TV films.

Westinghouse Electric Corp.

2519 Wilkens Ave., Baltimore 3, Md.
Phone: Edmundson 2300

President.....G. A. Price
V.P. (Cons. Prods.).....J. M. McKibbin

Television-Radio Division
1354 Susquehanna Ave., Sunbury, Pa.
Phone: 2520

Manager.....F. M. Sloan
Asst. Mgr.....A. G. Rogers
Asst. to Mgr.....L. J. Fitzpatrick
Chief Engineer.....G. C. Larson
Purchasing Agent.....J. R. Todd
Sales Manager.....J. F. Walsh
Adv. & Sales Prom. Mgr.....Earl L. Hadley
Service Manager.....A. H. Kuttruff

PRODUCTS — *Receivers*: *Battery* — Console, Table, Personal, Portable; *Radio*— AM Midget AM Table, AM Console, AM Portable AC-DC, AM Portable Wet Cell, AM Console with Phonograph, AM Console with Phonograph and Recorder, FM Table, FM Console, FM Console with Phonograph, FM Console with Phonograph and Recorder, AM-FM Table, AM-FM Console, AM-FM Console with Phonograph, AM-FM Console with Phonograph and Recorder; *Television* — Table, Console, AM Table, AM-FM Console with Phonograph, AM-FM Console with Phonograph and Recorder. Record Players. *Tubes*: Industrial, Transmitting and Special Purpose, X-Ray, Receiving, Cathode Ray. *Communications Equipment*: Aviation, Industrial, Marine, Public Utility, Railroad, Trucks and Busses. *Transmitters*: AM, FM. Shortwave, VHF, UHF, Microwave, Relay, Facsimile. *RADAR*: Marine, Land.

Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.
Phone: Bigelow 3-4700; WOrth 4-3510 in N.Y.

President.....Earl R. Mellen
Exec. Vice-Pres.....Ross Nichols
V.P. & Plant Mgr.....A. H. Lamb
Chief Engineer.....F. X. Lamb
Controller & Sec.....F. Gerald Hawthorne
Director of Sales.....Philip Barnes
Advertising Manager.....Chas. B. Denton
Purchasing Agent.....A. L. Morrison

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.
Phone: GReat Neck 2-7806

President.....Harold A. Wheeler

PRODUCTS: Consulting services and laboratory facilities for special problems in the field of radio and electronics,—microwave waveguide components on special order.

Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.
Phone: Berkshire 7-7500
N. Y. Phone: LOngacre 4-6600

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Exec. V-P.....Hugh Robertson
V-P and Dir. of Sales.....H. C. Bonfig
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Asst. Treas and Asst. Secty.....J. Kuhajek
Asst. Secty.....H. M. Chesser
Adv. Mgr.....D. H. Grigsby
Public Relations Director.....Ted Leitzell

PRODUCTS: Table model radios, table radio-phonographs, portable radios, clock radios, console radio-phonographs, table television receivers, console television receivers, console television-radio-phonograph combinations.

FOR TELEVISION SERVICE FIRMS see Page 997

RADIO-TELEVISION MANUFACTURERS ASSN.

Officers and Executive Personnel—1952-1953

777 14th Street, N.W., Washington 5, D. C.

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Ira J. Kaar, General Electric Co., Syracuse, N. Y.
A. V. Loughren, Hazeltine Electronics Corporation, 58-25 Little Neck Parkway, Little Neck, Long Island, N. Y.
L. G. Cumming, Secretary (Non-Member), Institute of Radio Engineers, 1 East 79th Street, New York 21, N. Y.

RTMA ENGINEERING DEPARTMENT 1952-1953

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Ralph R. Batcher, Chief Engineer, RTMA Engineering Office, New York 17, N. Y.

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Dorman D. Israel, Chairman, Emerson Radio & Phonograph Corp., New York 11, New York.
Observer: R. A. Hackbusch, RTMA of Canada

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D. D. Knowles, Westinghouse Electric Corporation, Bloomfield, New Jersey.
G. R. Shaw, RCA Victor Division of RCA, Harrison, New Jersey.
A. K. Wright, Tung-Sol Electric Inc., Bloomfield, New Jersey.

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Vice-Chairman

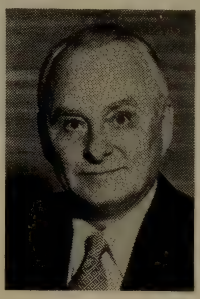
E. W. Engstrom, RCA Laboratories Division, Princeton, New Jersey.

VOICE OF AMERICA IN 1952

"Campaign Of Truth" Gains Over "The Big Lie"

By ALFRED H. MORTON, Director Int'l Broadcasting Service,
International Information Administration, Department of State

THE year 1952, which marked a decade since the Voice of America first began to broadcast the American story abroad, brought substantial evidence that the "Campaign of Truth" was gaining the initiative over the Big Lie of communism. Intensive Soviet jamming continued to demonstrate that the Communists regard the Voice of America as a potent threat to their designs. Their jamming network, which employs about 1,000 transmitters and many badly needed technicians, is estimated to cost the Soviet Government more than the U. S. spends for its entire international broadcasting program. But the Voice's message continued to get through to Russian listeners. And research based on interviews with thousands of persons recently escaped from the Communist orbit indicated that about 60% to 80% of radio listeners in the satellite states hear Voice of America broadcasts—and that an important announcement will spread through the entire population in a matter of hours by well-developed grapevines.



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The Voice's latest answer to jamming is the U.S.C.G. Cutter *Courier*, a sea-going relay station, equipped with one 150,000-watt medium-wave and two 35,000-watt shortwave transmitters, which broadcasts from a vantage point just outside the Iron Curtain. Other more powerful transmitters now under construction in the U. S. and abroad will further assist in penetrating Stalin's electronic curtain when they are added to the Voice's present globe-girdling net of about 75 transmitters.

•

The Voice's sharpened attack on the Communist record and ideology has forced the Communist press and radio to defend itself more frequently than ever before. Studies of Soviet and satellite propaganda show that the Communists felt called upon to answer—and thus advertise—the Voice of America no less than 1,000 times between July, 1951, and June, 1952. On one occasion *Pravda* devoted two-thirds of an entire issue to answering Voice broadcasts which blamed the Soviet Union for the Katyn massacre.

The Voice conducted an all-out campaign to tell the world that thousands of North Korean and Chinese war prisoners in UN compounds who refused repatriation had given the lie to communism's claim that it has created a "workers' paradise" behind the Iron Curtain. In another hard hitting campaign, the Voice exposed the scientific absurdity of the Reds' accusation that the UN Command used bacteriological warfare in Korea, and revealed that Stalin himself had originated this particular lie to spread terror among Russian peasants as long ago as 1933.

•

To free world audiences, the Voice stressed the firm march toward unity symbolized by NATO, the signing of a peace agreement with West Germany and the European Defense Community treaty, and the initial steps taken toward the implementation of the Schuman Plan. It continued to present a positive picture of the United States with the aid of promoting greater world-wide understanding of American life, culture, and politics and their relations to U. S. international policy. The Presidential election and the campaigns preceding it, provided a particularly vivid demonstration of American democracy in Action.

Audience surveys, conducted by independent research agencies, showed the Voice getting a large and highly interested audience in Europe.

•

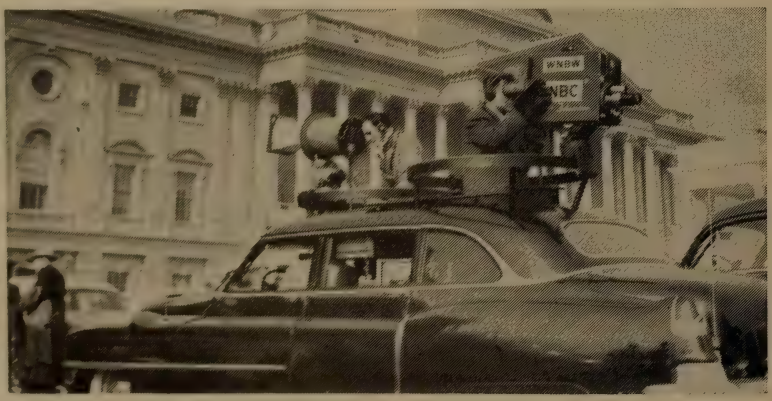
In addition to its broadcasts in 46 languages totalling about 350,000 words a day from New York, the Voice of America expanded its Munich broadcasting operation which now originates programs in Polish, Russian, Estonian, Lithuanian, Hungarian and Bulgarian.

The Voice also continued its service to commercial and government broadcasters abroad. Many Voice of America broadcasts were relayed by local stations in the free world, and VOA transcribed programs were used regularly by 234 stations in Latin America; in Western Europe, 71; 40 in the Far East, and 31 in the Near East. In addition, the Voice of America furnished scripts and other raw materials for use in producing programs in the field.

Millions "Attend" Eisenhower Inaugural

This scene, which could be duplicated in many educational institutions throughout the land, shows students of New York's Public School No. 9 gathered to view the Inauguration on a TV set furnished by the Citizenship Education Project of Teachers College, Columbia University, in co-operation with CBS-TV.

Here's the print of an unretouched "off-the-tube" photograph of Dwight D. Eisenhower being sworn in as President of the United States. The picture was taken in the television studio of the American Broadcasting Company in New York.



Cameramen of NBC TV moved about Washington on Inauguration Day in a mobile TV transmitter mounted in a converted Cadillac. They telecast the Inaugural Parade and other scenes, which assured on-the-spot coverage of the history-making event.

RADIO-TV EDITORS

The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors.

ALABAMA

Birmingham News: **Lily May Caldwell**
Florence Times: **Louis Eckl**
Ft. Payne Journal: **E. O. Davidson**
Huntsville Times: **Jack Langhorne**
Lee County Bulletin (Auburn): **Neil O. Davis**
Opelika Daily News: **Wink Blackburn**
Post Herald (Birmingham): **Fred Woodress**
Selma Times Journal: **Ed Fields**
Sylacauga Advance: **Chris Kramer**
Times New-Era (Fort Payne): **J. A. Downer**
Union Banner (Clanton): **Bob Taber**

ARIZONA

Arizona Daily Sun (Flagstaff): **Platt Cline**
Arizona Daily Star (Tucson): **Dorothy Kalil**
Arizona Republic (Phoenix): **Ralph Mahoney**
Copper Era (Clifton): **Al Fenn**
Graham County Guardial (Safford): **Earl Hunt**
Phoenix Gazette: **Bobby Johnston**
Phoenix Sun: **Doc Wright**
Prescott Courier: **Mal Hernandez**
Tuscon Daily Citizen: **Norman Harrington**
Yuma County Farmer: **Merl Simpkins**
Yuma Daily Sun: **Jones Osborne**

ARKANSAS

Arkansas Democrat (Little Rock): **Dorothy Menard**
Arkansas Gazette (Little Rock): **John Fleming**
Daily Press (Paragould): **Mary Moore**
Harrison Daily Times: **John Newman**
KLRA (Little Rock): **Carroll McGaughey**
North Little Rock Times: **John Prusinski, Jr.**

CALIFORNIA

Advocate News (Ft. Bragg): **Nell Virginia Kleckner**
Appeal Democrat (Marysville): **Bill Monohan**
Bakersfield Californian: **Murray Arnold**
Bakersfield Californian: **Walt Little**
Brawley News: **Ray Barnes**
Chico Enterprise-Record: **Bill Lee**
Citizen News (Hollywood): **Zuma Palmer**
Coalinga Record: **George Edwards**
Daily News (Los Angeles): **Paul Price**
Evening Tribune (San Diego): **Dave McIntyre**
Fullerton News-Tribune: **Ed Elfstrom**
Hanford Sentinel & Journal: **Julius Jacobs**
Imperial Valley Weekly (El Centro): **George Brown**
Long Beach Press-Telegram: **King Charles**
Los Angeles Examiner: **Jack Lait, Jr.**
Los Angeles Herald-Express: **Owen Callin**
L. A. Times (Los Angeles): **Walter Ames**
Mirror (Los Angeles): **Hal Humphrey**
Morning Union (San Diego): **Don Freeman**
Oakland Tribune: **James Abbe**
Oroville Mercury-Register: **Charles Randolph**
Press Democrat (Santa Rosa): **Chuck Carson**
Redwood Journal-Press Dispatch (Ukiah): **John Oliveira**
Register (Napa): **Sam Shippey**
San Francisco Chronicle: **Terrance O'Flaherty**
San Francisco Examiner: **Dwight Newton**
San Francisco News: **Dorothy Beck**
San Jose Mercury: **Frank Freeman**
San Jose Mercury & News: **Roberta Fruits**
San Mateo Times: **Bob Foster**
Santa Ana Independent: **Hank Givens**
Santa Ana Register: **Pete Cooey**
Santa Barbara News Press: **Patricia Dayton**
Sentinel News (Santa Cruz): **Gordon Sinclair**
Shopping News (San Francisco): **Tom Foster**
Telegram-Tribune (San Luis Obispo): **Elliott Curry**
Telegram-Tribune (San Luis Obispo): **John Nettleship**
Telegram-Tribune (San Luis Obispo): **Robert W. Goodell**
Times-Herald (Vallejo): **Wyman Riley**
Valley Times: (North Hollywood): **Allan Rich**

COLORADO

Arkansas Valley Journal (La Junta): **Bob Thompson**
Cervi's Journal (Denver): **Gene Cervi**
Chieftain (Pueblo): **Howard Miller**
Coloradoan (Ft. Collins): **Dave Watrous**
Denver Monitor: **Carson Harris**
Denver Post: **Ken White**
Lamar Daily News: **Claire Behan**
Lamar Daily News: **Fred M. Betz, Jr.**
Morgan County Herald (Fort Morgan): **Helen Cudworth**
Morning Light (Trinidad): **John O'Connor**
Post (Denver): **Ken White**
Rocky Mountain News (Denver): **Earl Wennergren**
Star-Journal (Pueblo): **Ralph Taylor**
TV & Radio Weekly-The Monitor (Denver): **Carson Harris**

CONNECTICUT

Danbury News-Times: **Steve Collins**
Danbury News-Times: **Frank Stevens**
Hartford Courant: **M. Oakley Stafford**
Hartford Courant: **Robt. Stansfield**
Hartford Times: **L. A. Young**
Naugatuck News: **Joseph Donahue**
Norwich Bulletin: **James V. Pedace**
Post-Telegram (Bridgeport): **Fred Russell**
Stamford Advocate: **Bill Brown**
Sunday Herald (Bridgeport): **Leo Miller**
Sunday Herald (Bridgeport): **Chris Wall**
Torrington Register: **Walter Gisselbrecht**
Waterbury American: **E. Christy Erk**

DELAWARE

Morning News (Wilmington): **Florence E. Kask**

DISTRICT OF COLUMBIA

Evening Star: **Harry McArthur**
Times Herald: **Bernie Harrison**
Washington Evening Star: **Harry McArthur**
Washington Post: **Sonia Stein**
Washington Times-Herald: **Bernie Harrison**

FLORIDA

Belle Glade Herald: **Mary Winne**
Clearwater Sun: **James Beardsley**
DeLand Sun-News: **Morgan Welch**
Ft. Lauderdale Daily News: **Orville Revelle**
Florida Sun (Miami Beach): **Diana Burkett**
Florida Times Union (Jacksonville): **Judge May**
Gainesville Sun: **Jim Camp**
Jacksonville Journal: **Miss Beavers**
Jacksonville Journal: **George Mason**
Journal (Sarasota): **Phil Harris**
Miami Daily News: **Louise Leyden**
Miami Herald: **Marion Aitchison**
Miami Herald: **Jack Bell**
Miami Times: **Garth Reeves**
Morning Tribune (Tampa): **Phil Barney**
News (Lake Wales): **Owen Brice**
News Herald (Panama City): **Toni Veverka**
News-Journal (Pensacola): **Marion Gaines**

Ocean Beach Reporter (Jacksonville Beach): **Janeen Kee**
Orlando Daily: **Edie Green**
Orlando Daily Newspapers, Inc.: **Hanley Pogue**
Orlando Post: **Bill Albright**
Pensacola News-Journal: **Don Hogan**
Riviera Times (Coral Gables): **Al Harum**
Sarasota Breeze: **Bill Coe**
Sentinel (Orlando): **Edee Greene**
St. Petersburg Independent: **Howard Hartley**
St. Pete Independent (St. Petersburg): **Wynn Upchurch**
Tampa Daily Times: **E. B. Wilson**
Tampa Tribune: **Phil Barney**
Times (Tampa): **Patsy Adams**
Times (Tampa): **Hampton Dpunn**
Times (St. Petersburg): **Jack Faulkner**

GEORGIA

Albany Herald: **James H. Gray**
Albany Herald: **James Robinson**
Atlanta Constitution: **Paul Jones**
Atlanta Daily World: **Marion E. Jackson**
Atlanta Journal: **Ray Shockley**
Augusta Chronicle: **Louis Harriss**
Augusta Herald: **John Barnes**
Augusta Herald: **Henry Wright**
Bartow Herald (Cartersville): **Kenneth Hogg**
Chronicle (Augusta): **Mary Carter Winters**
Columbus Ledger-Inquirer: **Robert Brown**
Enquirer (Columbus): **W. C. Tucker**
Evening Press (Savannah): **John Sutlive**
Herald (Augusta): **Nancy Swain**
Hogansville Herald: **Don Downs**
LaGrange News: **Jim Wood**
Marietta Daily Journal: **Bill Kinney**
McDuffie Progress (Thomson): **Frank Hash**
Morning News (Savannah): **Frank Rossiter**
News & Citizen (Dalton): **Mark Pace**
North Georgia Herald (Toccoa): **George Hitt**
Record (Toccoa): **Robert Graves**
Rome News Tribune: **Edward I. Bernd**
Times (Thomaston): **Shed Carswell**
Valley Daily Times News (West Point): **John McCune**
Waycross Journal-Herald: **Dorothy Smith**

IDAHO

Daily Idahoian (Moscow): **Louis Boaz**
Evening News (Kellogg): **Wendell Brainard**
Herald Bulletin (Burley): **Frank Burke**
Idaho State Journal (Pocatello): **Clayton Darrah**
News-Tribune (Calwwell): **Don Pederson**
Statesman (Boise): **Bill Wheeler**
Wallace Press Times: **Rollie Bruning**

ILLINOIS

Argus (Rock Island): **Charles Sanders**
Aurora Beacon News: **John Corkey**
Commercial News (Danville): **Carole Murray**
Courier News (Elgin): **C. Raymond Long**
Daily Mail (Olney): **Vincent Van Cleve**
Daily News (Robinson) **Kent Lewis**
Daily News (Chicago): **Jack Mabley**
Daily Register (Harrisburg): **Lucille Bare**
Daily Register (Harrisburg): **John Curtis Small**
Dispatch (Moline): **Muriel Stevens**
Gillespie News: **Elizabeth McCormick**
Herald-American (Chicago): **Janet Kern**
Journal (Peoria): **Milo M. Shepherdson**
Journal (Springfield): **Larry Shroyer**
Journal-Public (Clinton): **Ralph Karr**
Life Publications (Cicero): **Oro Lifka**
Montgomery News (Hillsboro): **Bob Bliss**
Morning Star (Rockford): **Betty L. Thro**
Star (Peoria): **Theo Jean Ahrends**
Star (Rockford): **John Sholer**
State Journal (Springfield): **Winterrose**
State Register (Springfield): **Cooper**
Sun-Times (Chicago): **Bill Irwin**
Times (Pekin): **Marie Lewis**
Tribune (Chicago): **Larry Wolters**

INDIANA

Courier (Evansville): **Jim Palmer**
Journal-Courier (Lafayette): **Bonnie Rising**
Journal-Gazette (Fort Wayne): **Jean Mack**
News (Indianapolis): **Georgia Gianakos**
News-Examiner (Connersville): **A. E. Neal**
News-Sentinel (Fort Wayne): **Wallace Waterfall**
Press (Evansville): **Sandy Stimson**
Press (Evansville): **Marjorie Waller**
Press (Muncie): **Leon Parkinson**
Star (Indianapolis): **Polly Cochran**
Star (Muncie): **Jack Faris**
Star (Indianapolis): **Barbara Wolf**
Times (Frankfort): **Russ Leonard**
Times (Indianapolis): **Kathleen Cvengros**
Tribune (New Albany): **Wally Criswell**
Tribune (Kokomo): **Dow Richardson**
WGBF (Evansville): **John Polly**

IOWA

Daily Freeman-Journal (Webster City): **C. V. Warren**
Ellis County Farmer (Hays): **John Hogue**
Morning Democrat (Davenport): **Ina Wickham**
Register and Tribune (Des Moines): **Paul Cotton**
Times (Davenport): **Jenne Strezlicki**

KANSAS

Coffeyville Journal: **Gene Sullivan**
Hays Daily News: **Bob McFarlin**
Lawrence Outlook: **Ed Abels**
State Journal (Topeka): **Tom L. Kiene**

KENTUCKY

Advocate Messenger (Danville): **Ida C. Tipton**
Courier-Journal (Louisville): **Bill Ladd**
Gleaner & Journal (Henderson): **Hugh Edward Sandefur**
Hardin County Enterprise (Elizabethtown): **Geo. Wright**
Hardin County News (Elizabethtown): **Seymour Goodman**
Hazard Herald: **Fred B. Bullard**
Herald-Advertiser (Ashland): **Ernie Salvatore**
Independent (Ashland): **John McGill**
Licking Valley Courier (West Liberty): **Bernard Whitt**
Messenger (Mayfield): **Jess Anderson**
Park City Daily News (Bowling Green): **J. Ray Gaines**
State Farm Journal (Frankfurt): **James Rhody**
Sun-Democrat (Paducah): **Bill Powell**
Times (Jackson): **Harold Holiday**
Times (Louisville): **Shirley Uhl**
Turret (Fort Knox): **Leonard Bean**
Wolfe County News (Campton): **Mrs. Roy Cecil**

LOUISIANA

Daily Iberian (New Iberia): **Jim Wynn**
Daily Leader (Ruston): **Esthman Newman**
Illustrated Press (New Orleans): **Aaron Edgecomb**
Item (New Orleans): **Ted Liuzza**
Morning Advocate (Baton Rouge): **Jersey Smith**
Pittsburgh Courier (New Orleans): **Butch Curry**
States (New Orleans): **Bob Sublette**
Times Picayune (New Orleans): **Ed Brooks**
Town Talk (Alexandria): **Jim West**

MAINE

Evening Express (Portland): **F. Erwin Cousens**
Le Messager (Lewiston): **Guy P. Ladouceur**
Pioneer-Times (Houlton): **Bernard Esters**
Press Herald (Portland): **Ernest W. Chard**
Sun, Evening Journal (Lewiston): **Rose Nickerson**
Sunday Telegram (Portland): **Richard Woodbury**

MARYLAND

Baltimore Evening Sun: **Hope Pantell**
Baltimore Evening Sun: **Robert Snyder**
Baltimore News-Post **Jennie Bird**
Baltimore Sunday Sun: **Louise Mackall**
Cumberland, Evening News: **Martin Dillon**
Cumberland News: **Gus Brust**
Daily Banner (Cambridge): **Maurice Rimpo**
Daily Mail (Hagerstown): **Garvin Hager**
Democrat and News (Cambridge): **Earle W. Orem**
Globe Independent (Hagerstown): **H. S. Douglas**

Havre de Grace Record: **Edwin Dwyer**
Montgomery County Record (Silver Springs): **Doug Bailey**
Morning Herald (Hagerstown): **Joe Harp**
Salisbury Times: **Oscar L. Morris**

MASSACHUSETTS

American (Boston): **Anthony LaCamera**
Record American (Boston): **Peter Stilla**
Background to the News, WBZ (Boston): **Geoffrey Harwood**
Berkshire Eagle (Pittsfield): **Milton Bass**
Berkshire Evening Eagle, WBRK (Pittsfield): **Milton Bass**
Boston American: **Joseph Albino**
Boston American: **George Clark**
Boston Globe, WMEX: **Elizabeth Sullivan**
Boston Post: **Howard Fitzpatrick**
Boston Record: **Alan Frazier**
Cape Cod Standard Times (Hyannis): **Newell Avery**
Cape Cod Standard-Times (Hyannis): **John Rogers**
Catholic Free Press (Worcester): **David Sherin**
Christian Science Monitor (Boston): **Al Hughes**
Community News, WJKO (Springfield, Hampden): **Ed Tribula**
Enterprise Times (Brockton): **Malcom Dalton**
Fall River Herald News: **Bill Dube**
Globe (Boston): **Elizabeth Sullivan**
Gloucester Times: **Bill Cafasso**
Herald Traveler (Boston): **Wm. Buchanan**
Jewish Leader (Worcester): **Alfred Isenberg**
Labor News (Worcester): **Alfred A. Saltus**
New Bedford Standard Times: **Bob LaPointe**
Post (Boston): **Howard Fitzpatrick**
Salem News: **Randall E. Jackson**
Springfield Union and Daily News: **Harvey Grey**
Sunday Telegram (Worcester): **Don Williams**
Telegram (Worcester): **Don Williams**
Worcester Telegram: **Fred Rushton**
Worcester Telegram and Gazette: **James A. Gourgouras**

MICHIGAN

Lansing, Mich: **Janet Allen**
Bay City Times: **Katherine Schwall**
Chronicle (Muskegon): **Louella Schafer**
Detroit Free Press: **Dick Osgood**
Detroit News: **Herschell Hart**
Detroit Times: **Eleanor Proeser**
Evening News (Sault Ste. Marie): **Eugene Sunstrom**
Flint Journal: **Dorothy Atcheson**
Flint Labor News: **Mike Burke**
Free Press (Detroit): **Frank Angelo**
Grand Rapids Herald: **Mary Jane Mikol**
Grand Rapids Press: **Florence Maciulewski**
Holland Evening Sentinel: **Richard Milleman**
Holland Evening Sentinel, WHTC: **Bruce VanVorst**
Lansing State Journal: **Thelma Harnett**
Mining Journal (Marquette): **Robert Biolo**
Muskegon Chronicle: **E. D. McNamee**
News (Detroit): **Herschell Hart**
Saginaw News: **Thelma McLaughlin**
Times (Detroit): **Andy Wilson**

MINNESOTA

Brainerd Daily Dispatch: **Bea Ross**
Chisholm Free Press: **Veda Ponikvar**
Daily Times (St. Cloud): **Frank Ferrington**
Eveleth News Clarion: **Joe Orehek**
Kossuth County Advance (Algona): **Duane E. Dewel**
Mesabi Daily News (Virginia): **Everett Blomgren**
Mesabi Daily News (Virginia): **Armondo DeYoannes**
Minneapolis Tribune: **Will Jones**
Republican-Herald (Winona): **Bill Cole**
Rochester Post and Bulletin: **Ed Branley**

MISSISSIPPI

Biloxi Bulletin: **Clark Shaunessy**
Commercial Dispatch (Columbus): **Drew Shankle**
Daily Herald (Biloxi): **Cosman Eisendrath**
Independent (Booneville): **E. O. Roden**
Press Register (Clarksdale): **Bob Jennings**
Sunday Mirror (Columbia): **Marion Bullock**
Vicksburg Evening Post: **Burrell Conway**

MISSOURI

Central Missouri Shopper (Rolla): **Bill Breuer**
Clinton Eye (Clinton): **James A. Southern**
Daily Tribune (Columbia): **J. P. Hamel**
Dunklin Democrat (Kennett): **Milton Redd**
Globe Democrat, KXOK (St. Louis): **Bob Goddard**
Globe Democrat (St. Louis): **Pete Rahn**
Kansas City Star: **Bob Hoyland**
KRES (St. Joseph): **Ben Hubbird**
KWK (St. Louis): **James Spencer**
Missourian (Columbia): **Eugene Sharp**
Post Dispatch (St. Louis): **James Spencer**
Post Dispatch (St. Louis): **Larry Wright**
Rolla Herald: **Lawrence E. May**
Springfield Daily News: **Dale Freeman**
Springfield Newspapers, Inc.: **Eddie Bass**
St. Joseph Gazette: **Dean Wilde**
St. Joseph News Press: **Arthur Burrowes**
St. Louis Globe Democrat: **Robert Burns**
St. Louis Globe Democrat: **Richard Krohr**

MONTANA

Miles City Daily Star, KRJF: **Robt. Scanlan**

NEBRASKA

Clipper (Lexington): **Lloyd Kain**
Daily News (Norfolk): **Nels Barth**
Daily Sun (Beatrice): **Bob Marvin**
Lincoln Journal & Star: **Don Wright**
World-Herald (Omaha): **John Koffend**

NEVADA

Daily Free Press (Elko): **Chris Sheern**
Sun (Las Vegas): **Bill Willard**

NEW JERSEY

Bulletin (Bridgeton): **Shike Levine**
Courier-Post (Camden): **Frank Ryan**
Evening News (Bridgeton): **Ralph Brandt**
Evening News (Bridgeton): **Meade Landis**
Herald-News (Passaic): **Allen W. Smith**
News (Newark): **Roland Lindbloom**
News (Newark): **Bob Taylor**
Times (Trenton): **Herbert Clark**
Trentonian (Trenton): **Wm. J. Blitman**

NEW MEXICO

Daily Record (Roswell): **D. Wright**
Journal (Albuquerque): **H. P. Pickerell**
News (Alamorgordo): **Murray Morgan**
Tribune (Albuquerque): **Dan Burrows**

NEW YORK

Associated Press (New York): **Charles Butterfield**
Associated Press (New York): **Wayne Oliver**
Brooklyn Eagle: **Bob Lanigan**
Catholic Courier Journal (Rochester): **Fawn Scheffel**
Courier Express (Buffalo): **Don Schlearth**
Daily News (New York): **Ben Gross**
Evening News (Buffalo): **Ray Finch**
Evening Tribune (Hornell): **Kelly Simon**
Gazette (Schenectady): **Art Hoefs**
Herald (Syracuse): **Dick Long**
Herald Tribune (New York): **Gordon Allison**
International News Service (New York): **John Cooper**
Jamestown Sun: **Edward Byrne**
Journal American (New York): **Jack O'Brian**
Knickerbocker News (Albany): **O'Brien**
Long Islander (Huntington): **Clarence MacLachlan**
Newsday (Garden City): **Betty McKenna**
New Yorker (Poughkeepsie): **Charles Murray**
New York Daily Mirror: **Nick Kenny**
New York Herald-Tribune: **John Crosby**
New York Post: **Al Cusick**
N. Y. Times (New York): **Jack Gould**
N. Y. Times (New York): **Val Adams**

New York World-Telegram & Sun: **Harriet Van Horne**
Post Journal (Jamestown): **John A. Hall**
Post Standard (Syracuse): **Peg Simpson**
Press (Binghamton): **Tom Cawley**
Sun (Rochester): **Richard Hildreth**
Times Herald (Olean): **Mike Abdo**
Times Herald (Olean): **Ned Conner**
Times Herald (Olean): **Chas. Fish**
Times Union (Albany): **John Archer**
Times Union (Rochester): **Jack Hadley**
Times Union (Rochester): **Al Siegel**
Times Union (Rochester): **Al Sigl**
Times Union (Rochester): **Don Yerger**
United Press (New York): **Jack Gaver**

NORTH CAROLINA

Catawba News-Enterprise, WNNC (Newton): **Chas. Preslar, Jr.**
Charlotte Observer: **Bill Lampkin**
Daily Free Press (Kinston): **Jack Strother**
Dispatch (Dunn): **John G. Thomas**
Free Press (Kinston): **Van Hecke**
News and Observer (Raleigh) **Jane Hall**
Lenoir County News (Kinston): **Jack Rider**
Post (Salisbury): **Teenus Cheney**
Review (Reidsville): **Katye P. Oliver**
Shelby Daily Star: **William L. Green**

NORTH DAKOTA

Bismarck Tribune (Mandan): **John Hjelle**
Daily News (Minot): **Ray Dobson**
Daily Pioneer (Mandan): **Chas. Pierce**
KLDR (Devils Lake): **Russell Dushinsky**
KOVC (Valley City): **Bob Ingstad**
Press (Dickinson): **Ad Nordmarken**
Sun (Jamestown): **Byron Hansen**
Times-Record (Valley City): **Stan McCann**
World (Devils Lake): **Gordon Stefonowicz**

OHIO

Advocate (Newark): **Irene Cosgrove**
Beacon Journal (Akron): **Art Cullison**
Blade (Toledo): **R. Oviatt**
Blade (Toledo): **Ralph Phelps**
Blade (Toledo): **Mitch Woodbury**
Citizen (Columbus): **Gene Horyn**
Citizen (Columbus): **Jo B. Reed**
Cleveland News: **Maurice Van Metre**
Cleveland Plain Dealer: **George Condon**
Cleveland Press: **Stan Anderson**
Columbus Dispatch: **Dean Meyers**
Daily News (Dayton): **Joan Lewis**
Daily Reporter (Dover): **Harry Yockey**
Daily Times (Niles): **Bessie Biddle**
Dayton Daily News: **Bill Barton**
Dayton Daily News: **Dale Stevens**
Enquirer (Cincinnati): **McGee Adams**
Enquirer (Cincinnati): **Geo. Devane**
Enquirer (Cincinnati): **James Devane**
Enquirer (Cincinnati): **Don Urban**
Free Press (Geneva): **Leonard Dute**
Independent (Massillon): **Herbert Nolte**
Journal (Middletown): **Warren Wolfe**
Journal-Herald (Dayton): **Max Miletick**
Marietta Times: **Andy Elliott**
News (Lima): **Rosemary Minardi**
News Herald (Conneaut): **Jim Mohn**
News and Sun (Springfield): **Alis Anthony**
Ohio State Journal (Columbus): **Ken Baker**
Post (Cincinnati): **Mary Wood**
Repository (Canton): **Rose Mokodean**
Republican Courier (Findlay): **Ed Heminger**
Star (Columbus): **Pauline Smith**
Star Beacon (Ashtabula): **Ross Smith**
Sunday Times-Signal (Zanesville): **Robt. D. Maley**
Telegraph (Painesville): **Harold Johnson**
Times (Toledo): **Ruth Elgutter**
Times (Portsmouth): **John Green**
Times (Toledo): **Paul Kyer**
Times-Leader (Martins Ferry): **Robt. Fordyce**
Timestar (Dayton): **Mike Hennessy**
Times-Star (Cincinnati): **Charlton Wallace**
Tribune (Coshocton): **Grier Coleman**
Tribune Chronicle (Warren): **John Forrest**
Vindicator (Youngstown): **Virginia Hurray**
WERE (Cleveland): **Wayne Johnson**

OKLAHOMA

Constitution (Lawton): **Ted Ralston**
County News (Muskogee): **Pattie Martin**
Daily Oklahoman & Times (Oklahoma City): **Paul Hood**
Daily Times (Okmulgee): **Joe Mansfield**
Daily Times, KOLS (Pryor): **W. W. Morford**
Jeffersonian, KOLS (Pryor): **James Turnbaugh**
Leader (Frederick): **Bob Cull**
News (Ponca City): **Gareth Muchmore**
Press (Frederick): **R. H. Wessel**
Tribune (Tulsa): **John Booker**
Tribune (Tulsa): **Marion Cracraft**
World (Tulsa): **Russell Gideon**

OREGON

Budget (Astoria): **Fred Andrus**
Chronicle (The Dalles): **James Weeks**
Coss Bay Times: **Harrison Hornish**
Daily Emerald (Eugene): **Dan Collins**
Express (Lebanon): **Ken McCoy**
Gazette, Times (Corvallis): **Bob Ingalis**
Mail Tribune (Medford): **Eric Allen**
Mail Tribune (Medford): **E. C. Ferguson**
News (North Bend): **Fred Haas**
Optimist (The Dalles): **George Lindsay**
Oregonian (Portland): **Francis Murphy**
Oregon Journal (Portland): **Bill Moyes**
Register-Guard (Eugene): **Jack Craig**
Register-Guard (Eugene): **Tom Jacques**
Sentinel (Coquille): **Ralph Stuller**
Times (Coos Bay): **Eugene Briggs**

PENNSYLVANIA

Bulletin (Philadelphia): **Elmer Cull**
Call-Chronicle (Allentown): **Art Gerhard**
Citizen (Ambridge): **Vaughn Arnald**
Courier-Express, WCED (DuBois): **Frank Gillung**
Cross Keys Reporter (Doylestown): **Paul Brown**
Daily News (Carbondale): **Tom Heth**
Daily News (Philadelphia): **John Moore**
Daily News (Philadelphia): **Mitchell Schwartz**
Daily News Digest (Allentown): **Ronn Bergen**
Dispatch (Erie): **Dick Haratine**
Eagle (Butler): **W. M. Faust**
Era (Bradford): **J. M. Cleary**
Evening Bulletin (Philadelphia): **Harry Harris**
Evening Bulletin (Philadelphia): **Frank Brookhauser**
Farm & Home (Quakertown): **Gerald Fosbenner**
Inquirer (Philadelphia): **Gene Kuniak**
Inquirer (Philadelphia): **Merrill Panitt**
Intelligencer (Doylestown): **Warren Brown**
Journal (Pottsville): **Frank Minton**
Ledger (Elwood City): **Bill Kegal**
Messenger, WHOD (Homestead): **Mrs. M. Franks**
Mirror (Altoona): **J. Edward Benney**
Mt. Carmel Item: **William Stanton**
Morning News (Danville): **G. Reed**
Observer (Johnstown): **Bea Burns**
Philadelphia Inquirer: **James R. George**
Pittsburgh Press: **Si Steinhauser**
Pittsburgh Sun-Telegraph: **Karl Krug**
Post Gazette (Pittsburgh): **Harold V. Cohen**
Reading Eagle Times: **Jerry Kobin**
Review (Carbondale): **James F. Beamish**
Scranton Times: **Joseph Gilroy**
Sentinel Co. (Lewistown): **Steve O'Niel**
Sentinel Co. (Lewistown): **Dick Ruble**
Shamokin News Dispatch: **William Dyer**
Sun-Telegraph (Pittsburgh): **Wilbur Clark**
Sun-Telegraph (Pittsburgh): **Casper Monahan**
Times (Scranton): **Bob Davis**
Times (Beaver): **Hal Allen**
Times (Erie): **Mike Mahoney**
Times-Mirror (Warren): **Ed Lowrey**
Tribune (Altoona): **Robert W. Keys**
Tribune (Scranton): **Bill Carey**
Tribune (Scranton): **Patrick McGlynn**

RHODE ISLAND

Providence Journal Bulletin: **William Keogh**

SOUTH CAROLINA

Columbia Record: **Toni Child**
News and Herald (Winnsboro): **Mac Ketchin**
State, The (Columbia): **John A. Montgomery**

SOUTH DAKOTA

Sioux Falls Daily Argus Leader: **Herb Bechtold**
Yankton Press: **Byron Taft**

TENNESSEE

Chattanooga Times: **Ruth Robinson**
Commercial Appeal (Memphis): **Mike McGee**
Journal (Knoxville) **Steve Humphrey**
Knoxville Journal: **Juanita Glenn**
Knoxville News Sentinel: **Hugh Allen**
Maryville Enterprise: **Catherine Hedge**
Nashville Banner: **Eddie Jones**
Nashville Tennessean: **Jane Carter**
Press Chronicle (Johnson City): **Mildred Dalton**
Press Chronicle (Johnson City): **Ruth Holder**
Press Scimitar (Memphis): **Louise Aherns**
Sun (Morristown) **Murrell Wessner**

TEXAS

Editor-Amarillo News (Amarillo): **Wes Izzard**
American (Odessa): **Rita Darden**
American (Odessa): **Larry King**
Avalanche-Journal (Lubbock): **R. C. Hankins**
Baytown Sun: **Fred Hartman**
Beaumont Enterprise, KFDM: **Merita Mills**
Beaumont Journal, KFDM: **Gladys Quilliam**
Daily Eagle (Bryan): **Earl Phillips**
Daily Index (Mineral Wells): **Bill Cameron**
Daily News (Amarillo): **Peggy Williamson**
Dallas Morning News: **John Rosenfield**
Dallas Time Herald: **Doug Hawley**
Enterprise (Seguin): **Otha Grisham**
Fort Worth Press: **Jack Gordon**
Gazette (Seguin): **Mrs. Ward Burris**
Herald (Big Spring): **Bob Whipkey**
Herald Sun News (Levelland): **Forest Weimhold**
Houston Chronicle: **Ann Haynes**
Houston Post: **Mrs. Jack Harwell**
Houston Post: **Starley Tebis**
Houston Press: **Irene Wilson**
It Happened In Abilene: **Leonard L. Johnson**
KEPO (El Paso): **John Harrison**
Kerrville Times: **Sam Braswell**
KURV (Edinburg): **John T. Flynn**
KURV (Edinburg): **Don Mallory**
Pampa Daily News: **Fletcher Robertson**
Post (Houston): **Phyllis Greene**
Press (Houston): **Bill Roberts**
Reporter-News, KRBC (Abilene): **Jim Ewell**
Times (Wichita Falls): **Glenn Shelton**
Tribune (Morton): **Bill Glassford**
Weekly News (Big Spring): **Joe Hayden**
Weekly News (Mineral Wells): **Freida Pyle**

UTAH

Herald-Journal (Logan): **Ray Nelson**

VERMONT

Daily News (Burlington): **Theodore Bean**
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Democrat (Bedford: **Bobby Witt**
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Herald Courier (Bristol): **Tutts Bradford**
Ledger Dispatch (Norfolk): **Turner Dozier**
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News (Hopewell): **Wally Anderson**
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News Leader (Richmond): **Arthur Williams**
Progress-Index (Petersburg): **John Shevlin**
Register (Danville): **Johnnie Johnston**
Rockbridge County News (Lexington): **Matt Paxton, Jr.**
Smythe County News (Marion): **Fletcher Coxe**
Southwest Va. Enterprise (Wytheville): **James A. Williams**
Star (Portsmouth): **Bob Barber**
Times (Roanoke): **Wm. Atkinson**
Times Dispatch (Richmond): **Norman Rowe**
Virginian Pilot (Norfolk): **Fred Holley**
Virginian Pilot (Norfolk): **Jim Ryan**
Virginian Pilot (Norfolk): **Warner Twyford**
World News (Roanoke): **W. C. Stouffer**
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Chronicle (Spokane): **Bob Emaheiser**
Columbia Basin News (Pasco): **Frank Hilton**
Columbia Basin News (Pasco): **Howard Parish**
Daily News (Longview): **George Hess**
Daily Olympian (Olympia): **Marshall Hunt**
Herald (Bellingham): **Chic Seifritt**
News Tribune (Tacoma): **Helen Rogers**
Olympia News: **Ike Twyning**
Post-Intelligencer (Seattle): **Bill John**
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Daily Mail (Charleston): **Arnold Knapp**
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Gazette (Charleston): **Jerry Braden**
Herald-Advertiser (Huntington): **Ernie Salvatore**
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News Register (Wheeling): **Malcolm Brice**
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Advance (Liverpool, N. S.): **Cecil Day**
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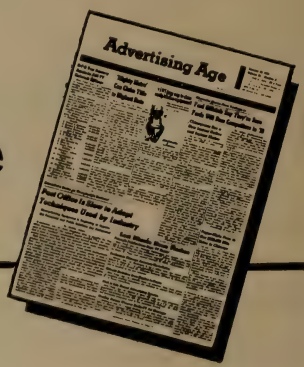

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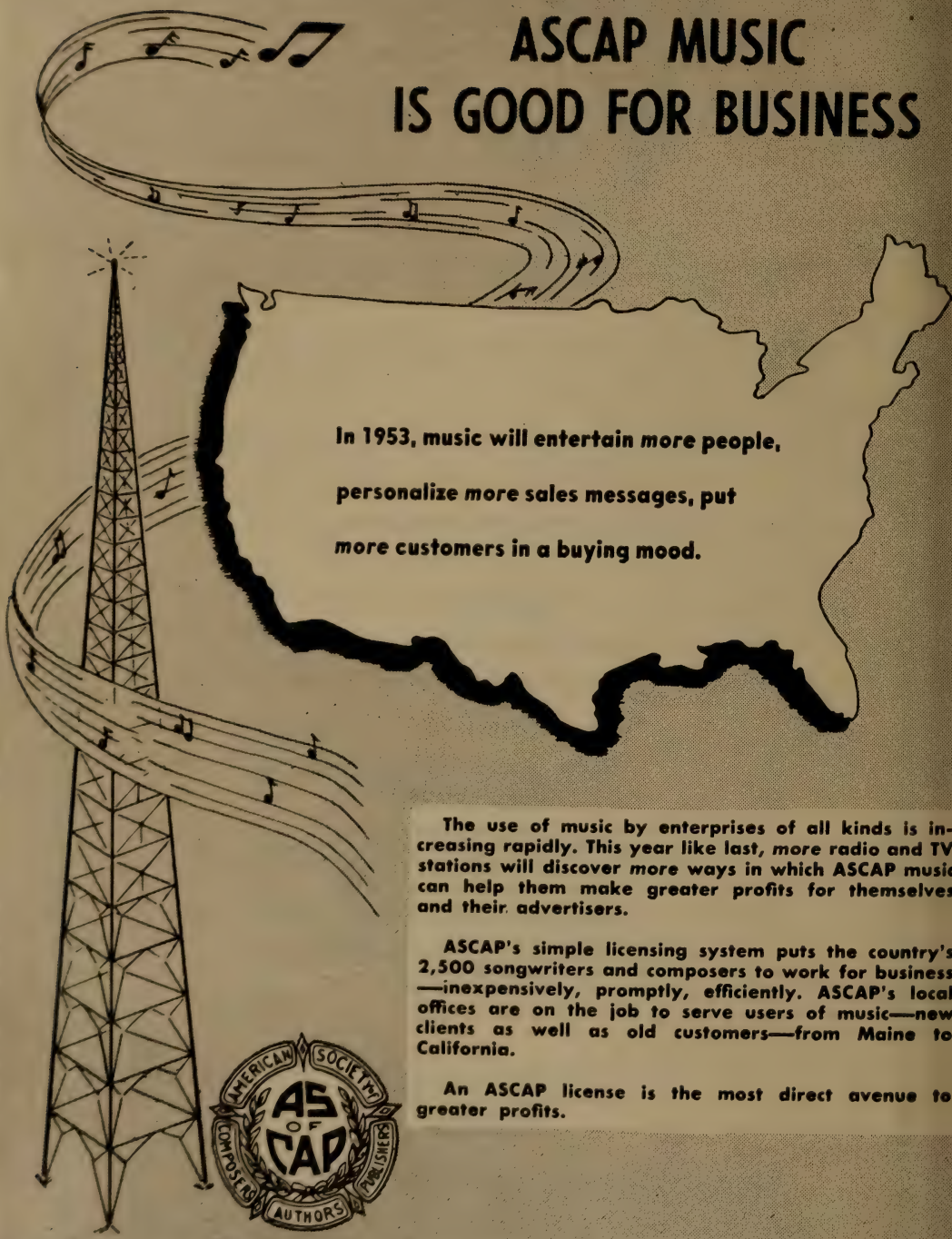

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By JOE CSIDA, Vice President and General Manager,
Santly Joy, Oxford, Hawthorne and Trinity Music Firms

WHEN I resigned as editor-in-chief of The Billboard, a number of my good friends in radio and television were nice enough to write and express the hope that my new affiliation would enable me to continue some activity in the broadcasting-telecasting industries. I told them I felt certain it would. I hope I will be forgiven the personal approach in this piece, but in truth I can think of no better way to get across my point, which I hope will be of some interest and value to broadcasters, advertisers and agency men.

For one of the most important factors which motivated me in my decision to leave The Billboard and go into the music publishing business was my firm belief that in the years to come music publishing would reach an era of prosperity and stability that would dwarf the very brightest days of its past. And the key to that great, new golden door, in my opinion, lies in three elements: Phonograph records, radio and television.

It has often been said, and in many instances, statistically proved, that the two types of radio programming, which most effectively meet television competition are News and Music.

There is literally no limit to the number of music shows a station may present in any given day; and there is almost an equal lack of limitation on the endless varieties of format it is possible to develop in the presentation of music programs.

Ingenious program managers and disk jockeys the length and breadth of the land have amply proved the latter point, and yet the surface has not even been scratched. Because of its fundamental and broad appeal, and because it meets the increasing demand in sound broadcasting for the most effective yet inexpensive kind of programming, I think the day will come when the networks will be doing as much record programming as many independent stations have been doing for years.

For certainly, today, the best ideas in music are being produced (and made available to broadcasters) on records. No program director or musical director on any one station or network could possibly produce the kind of a first rate musical program, which may be put together from the records turned out every week by Columbia's Mitch Miller, RCA Victor's Dave Kapp, Capitol's Alan Livingston, Decca's Jimmy Hilliard and their artist and repertoire staff men. And what these a & r executives of the four major companies occasionally fail to supply is often turned out by their counterparts on any of the smaller labels. And this applies not only to popular music, but to country and western, rhythm and blues, children's music, and indeed to semi-classical and classical music of all kinds.

The reasons for this are obvious. The best writers of all these types of music, and the publishers of same bring daily to the record companies the finest of their works. The record men have at their command the country's outstanding musicians and vocalists. Not all eight of the networks, radio and television, could afford to have under contract all these fine artists. Yet their performances—nay, their very best performances—are available to broadcasters for programming purposes at no cost whatsoever in many cases, and very little cost in others.

What is needed, however, and what accounts for the big difference between just another record show, and a musical program of distinction and high rating potential, is AN IDEA, a dozen ideas, a hundred ideas.

And since I began this essay on a personal note, it may not be amiss if I end it in like manner. I have had long and numerous talks with my new partners, George Joy and his son, Eddie, on the theory and practice of music publishing. And we are in agreement on this: A music publisher's job is to find the best songs available, to encourage established writers and develop new ones; A music publisher's job is to bring these songs to the attention of record men, not just as songs, but with ideas; and a music publisher's job is to help channels through which music is heard (radio and television, notably, of course), find ideas for the most effective presentation of music on the air.

We are, we think, loaded with such ideas, and we hope to be talking to many radio and television men about them.

A. S. C. A. P.

By OTTO A. HARBACH
President

A BLANKET AGREEMENT with The American Society of Composers, Authors and Publishers gives a client the right to use any or all of the hundreds of thousands of songs and other musical works whose public performing rights are registered with the Society. This includes most of the world's important compositions of the past fifty-seven years, plus the present and future works of America's and Europe's best authors and composers.

Therefore, ASCAP becomes a vast clearing house through which creators can do business with users. It relieves both creator and user of all contractual and legal details and all bookkeeping relating to collections and distributions. To make its vast repertory easily available to licensees, ASCAP spends more than two million dollars yearly. Thus the great costs of music clearance that otherwise would accrue to the user are borne by ASCAP, whose members similarly are relieved of the otherwise onerous —in fact, impossible—task of supervising their musical properties.

Like Radio, ASCAP is truly cosmopolitan. Members of the Society hail from every state. Foreign-born Americans from more than forty countries are included in its membership. All speak the international language of music.

ASCAP's activity in music copyright has benefited all creative talent, going far beyond its own membership. Through the years it has built up a great body of legal precedent establishing the integrity of the music performing right. At the same time, ASCAP has become a leader in many movements having for their aim the promotion and development of American musical culture.

I am happy to extend to the vast radio industry and its young partner of the air waves, the amazing television industry, the greetings of ASCAP.

ASCAP maintains headquarters at 575 Madison Ave., New York City, with 25 branches throughout the country. Officers as of Jan. 1, 1953, are:

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ONCE again BMI can report an excellent season in the popular music field, licensing more than 50 per cent of the songs heard on "Your Hit Parade" and in excess of 80 per cent of the most popular (juke box) recorded tunes in all classifications. The latter includes Pop, Western, Folk and Rhythm and Blues categories, and, in coin machine operators' polls, BMI licensed songs took all top honors.

During the past season, BMI sponsored ten concerts by the famed Berkshire Quartet at Music Mountain, Fall Village, Connecticut. This "Festival of Contemporary Chamber Music" drew many music lovers and students from far and wide. In New York, BMI sponsored a series of Contemporary Music Concerts at the Museum of Modern Art, conducted by Leopold Stokowski. These concerts were tape recorded and made available for rebroadcast by WNYC and other educational stations throughout the country.

In line with these concerts, BMI continues its campaign for more concert music on the air and over 1,200 stations have given this full cooperation and increased the broadcast of such music by many hours weekly. The Young Composers Radio Awards, administered under the aegis of BMI, musicologists, editors and composers, made its 1952 awards in December and the 1953 contest is now in progress.

Teen-Age Book Parade, a weekly series of reviews mostly of contemporary books by leading writers and newspaper book reviewers is broadcast by more than 1,000 stations. As with other BMI services, no charge is made for these reviews.

In 1952 BMI held 42 Program Clinics in the United States, Canada and one in Puerto Rico, all within a two-week period. This year in association with Broadcast Advertising Bureau there will be 42 Program and Sales Clinics, one day for each, thus saving the broadcaster time and money in not having to arrange two separate trips for himself and staff.

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Four-Star Music Company
Fowler, Wallace Publications
France Music Company
Francis & Wilmore Music Pub.
Franco-American Publications
Freed & Hall Music Publishers
Frederick Music Publ. Co.
Freeman, Albert Edward
Freeman Music Co.
Fremart Music Company
Frey, Fran and Company
Friedly, Lowell G. & Company

G. M. S. Music Publishing Co.
Gainsborough Music, Inc.
Gala Music Publishing Corp.
Gale & Gale, Inc.
Garlock, Scherer
Gilbert Music Publishers
Glamor Music Co.
Goday Music Inc.
Golden Gate Quartet Music Co.
Golden Tune Publishers
Golden West Melodies, Inc.
Golden West Music Publications
Goode Music, Inc.
Gordon Music Company
Green Music Publications
Guinand, Clinton

H. M. Banner Publications
Halama, Frank J., Publications
Halliburton Music
Helmac Company
Hamilmeyer Music Publishing Company
Hanna & Co. Music Compositions
Happy Songs, Inc.
Harcourt, Brace & Co., Inc.
Harmony House
Harmony Music Publishers
Hartmann, Edward & Lynette
Hartmann & Van Horn
Harvard
Harwall Music Publishers
Haun, Dal E., Company
Hawaii Conservatory Pub. Co.
Hemispheric Publications
Hill and Range Songs, Inc.
Hill Music Publishing Company
Hillbilly Music Publishing Co.
Hilliard-Currie Music Publishers
Hillside Music Publishers
Hinds, Hayden & Eldredge, Inc. (B.M.I.)
Hit Parade Publications
Hockenhull's Music Publications
Hoffman, Carrie
Holden, Alfred H.
Holdsworth, Elmer
Hollis Music, Inc.
Hollywood House Music Publishing Co.
Hollywood Melody Publishing Co.
Hollywood-Western Music Co., Inc.
Holmes Publications
Hoosier Music Publications
Hopkins, Earle C.
House of Carols
House of Fortune
House of Irish Songs
House of Melody
Howard, Jack, Publications, Inc.
Humphries, Bruce, Inc.
Hynnes Music Company

Imco Music Publishing Co.
Imperial Music Publishing Co.
Inco Music Company
Independent Music Publishers
Indigo Music, Inc.
Ineman, James
Inspired Music Company
Inter-American Music Pub. Co.
Intermountain Specialty Sales Company
International Popular Music Co.
Irma Music Company
Irving Tanz Music Corp.

J.A.Y. Music Company
Jack Glea
Jackson Music Corporation
Jarman Publications, Ltd.
Jay-Dee Music Corporation
Jay Method, Publisher
Jean Music Company
Jill Music Co.
Jim Bulleit Music Corp.
Jo-Ann Music Company
John Mason's Pub. Co.
Johnstone-Montei, Inc.
Johnstone Music, Inc.
Jones, J. Grayson, Music Company
Judson Music Co.

Kammen, J. & J., Music Co.
Kampas, William T.
Kaolene Corp.
Karen Publications
Karr, Jerome J.
Kaymusic Publishers
Kayro Music Publishing Co.
Keenote Music
Kelly Music Publications
Kelly-Stool
Kelton-Romm Music Company
Kennedy Music Company
Kenneth Publishing Company
Kerr, Edward
Keystone Music Co.
Kingsbury Music, Inc.
Kinkade's Songs
Kit Music Company
Knight Publishing Co.
Knobloch, M. H.
Knutson & Kilbourne Song Publishers
Kolbert, Marguerite (Productions)
Kord Music Company

L. A. Songs
La Chapelle Music Publications
La Rue Publishing Company
Langley Music Co.
Lang-Worth Publications, Inc.
Lanier Music Company
Latin American Publishing Corp.
Laura-Lea Music
Laurel Music Publishers, Inc.
Leal, Felipe Valdes
Lee, Robert, Music Publishers, Inc.
Lee Music
Lennerts Music Publications
Leora Music
Lester, Betty
Lester, J. L. Music Company
Liberty Music Publishers
Life Music, Inc.
Life Records, Inc.
Lincoln, F. S.
Lind Music Company
Linden Music Publishers
Little Jazz Music Pub., Inc.
Lois Music Publishing Co.
Lomax, Carl, Music Publishing Company
London Music Corp.
Lone Star Music Co.
Long, J. Baxter
Lowden, C. Harold
Lubin, Jimmy, Music Publishers
Lucky Music Publishers
Ludlow Music, Inc.
Lutz Brothers Music Co., Inc.
Lydian Music Publishers
Lynch, Edward J.
Lynn Music Corp.
Lynne Music Company

M. and F. Music Publisher, The
M-E Melodies
M. R. E. Music Co.
Mac Angelo
MacFarlane, Thomas M.
Mack Music Company
Mack-Nell Publications
Mackley Music Publishing Co.
Maestro Music Company
Magnet Music, Inc.
Magnolia Music Corp.
Main Music Publishing Company, The
Main Street Songs, Inc.
Majestic Music Company
Major Melodies
Major Minor Music
Malamar Music, Inc.
Mallory Music Publications
Manhattan Melodies Music Pub.
Mank's, Chaw, Blue Ribbon Music Co.
Mann Music Co.
Manning Music Company
Marchant, J. C., Publications
Marcy, Victor
Mardi Gras Music Company
Maresh Music Co.
Marino Music Company
Marion and Son Publishing Co.
Mark-Lee Music Company
Marks, E. B. Music Corp.
Marsales, Frank
Martens, W. F., Music Co.
Marvel Music Pub. Co.
Master Melodies Music Pub.
Master Music Press, Inc.
Master Music Publishers
Masters Music
Mayhams Music Company
Maywood Music Co.
McCall and Malin Publishing Company
McClaran, Olive Hanson
McClellan Music Company
McClure Music Company
McClure, Ruth D.
McCune Music Company
McDonald, J. K.
McDonald Music Company, The
McDowell, Frances Grider
McGinty Music Publishing Company
McClean, Gene, Music Co.
McMahon, Frank
Meadowbrook Music Publishing Co.
Med-Rik Music Publishing Company
Medallion Music Corp.
Mellin Music, Inc.
Mellow Music Publishing Co.
Melo Music Co.
Melo-Song Publishers
Melodies of the Americas, Inc.
Melody Hall Music Publishers
Melody Lane, Inc. (Peer)
Melody Moderne Incorporated
Melody Trails
Memphis Music Publishers, The
Mercer Music
Meridian Music Corp.
Merit Music, Inc.
Merit Music Publishing Co.
Merrymount Music Press
Merrywood Publishers
Metro Music
Metropolitan Music Company
Metropolitan Music Publishers
Michael Music Co., Inc.
Micor Publishing Company
Midland Music Company
Midwestern Publishers
Millbrook Music
Millburn Music Publishers, Inc.
Milliegene Music Publishing Company
Miracle Music Company
Mission Hills Publications
Missud, Jean M. (B.M.I.)
Modern Melo Melody Publications
Modern Melodies Publishing Co.
Modern Music Publishing Co.
Mohawk Music Publishing Co.
Monahan Music Publications
Monarch Music Company
Mongiello, Cosmo Andreotti
Monmouth Publishing Company
Mono-Music
Monroe Music Company
Monroe Publications
Montauk Music
Montclare Music Corp.
Moon Ray Music Publishers
Moonlight Music
Morris Music Publications
Morrison & Ewing
Morrison Music Company
Morrissey Music Company
Morse, Dave, Studio Pub. Co.
Morton Music Corp.
Motley Music Publishing Co.
Motor City Music Publishers
Mount Vernon Publications
Mountain State Music Pub.
Murob Music Publishers
Music Art Publications
Music Box Melodies
Music City Copyrights
Music Enterprises
Music for Frets
Music For Young America Co.
Music Incorporated
Music Manuscript Reporter
Music Products, Inc.
Music Row Publications
Musin, Ovid (E. B. Marks)
Muzik Masters Company

National Association For Blind Composers, Inc.
National Broadcasting Co., Inc.
National Music Corp.
Nationwide Songs, Inc.
Nelson, Overson Publications
Nettles Publishing Co.
New England Song Publishing
New Era Music Corporation
New Harmony Music Publishers
Newton, Al
Niksch, Donald E.
Nimisilla Music Company
Nolan Music Co.
Nolton, Frances Stuart
Nordoll Music Co.
Normandy Music, Inc.
Normay Music Company
Northeastern Music Company, The
Northern Bell Music Pub. Co.
Noteworthy Music, Inc.
Nu-Tune Music Corporation
Nu-View Publications

Oahu Publishing Company
Oliver-Jacobs Music
Olympian Agencies
Onyx Publishers
Oree Music
Original Music Publishing Co.

Orpheum Music Corp.
Out West Music Publisher, The

Pace Music Co.
Pacific Music Publications
Palladium Music Publishing Co.
Palomar Music Corp.
Pan-American Publications
Parade Music Company
Paradise Music Company
Paragon Publishers
Paris, James B.
Parliament Music, Inc.
Pastor Music Co.
Paterson, James A.
Patmar Music Company, Inc.
Patricia Music
Paul Music
Paul Reiner Music Pub. Co., Inc.
Paxon, Margaret O.
Pearl Music Company, Inc.
Peer International Corporation
Peerless Music Publishing Co.
Pelkonen, Matt, Music Co.
Pemora Music Company, Inc.
Personal Publications
Peskin Music Publishing Co.
Phoenix Music Corp.
Phono-Tunes Music Company
Piccadilly Music Corp.
Pitts, P. S., Publications
Plamor Music Company
Plumb, Neely Publishing Co.
Pond, Frank, Music Company
Porgie Music Corporation
Prelude Music Co. (E. B. Marks)
Premier Music Publishing
Prestige Music
Preview Music Co., Inc.
Pre-View Publications
Pritchett Publications
Professional Music, Inc.
Progressive Music Publishing Co., Inc.
Pro Musica Publishing Co.
Propoggio, R. N.
Prosser Music Publishing Co.
Proven Publications
Pulse Music
Putman Publications

Quaker Music Company
Quality Music Company, Inc.
Quincy Music Publishers

R. S. Rose Publishing Co.
Radio & Video Music Publishing Company
Radio Music Publishers
Radio-Recording Songs, Inc.
Radio Screen Music Pub. Co.
Rainbow Melodies Music Co.
Rainbow Music Publishers
Rainier Music Publishers
Raleigh Music Publishing Co.
Rancho Music
Randolph, Al, Publications
Raymond Music Corp.
Raymor-McCollister Music Publishers
Rayven Music Co., Inc.
Real Music Company
Record Music Publishing Company
Recordo Music Publishers
Red River Songs
Redskin Publishing Co.
Redwood Music Co., Inc.
Reeny Rhythms
Regal Music Company, Ltd.
Regent Music Corp.
Remarque Music Publishing Co.
Renown Music, Inc.
Republic Music Corporation
Revell, Thomas H.
Rex Music Publishers
Rhodes, David W.
Rhythms Of The West
Ricordi, G. & Co.
Ridgeway Music
Rinehart, Marion W., Music Enterprise
Rinker, Charles, Music Pub.
Rion, Johnny
Riverdale Music Co.
Riverdale Music, Inc.
Rod Jon Music Company
Rodenberg, Edward L.
Romance Music Publications
Romaunt Music Publications
*Romany Music, Inc.
Rork, Ernest A., & Son
Rosemart Music Co.
Rosetti, Joseph
Rosyln Music Company
Rossi, Edward
Rossi, Edward and Louis
Roth, Howard H., & Co., Inc.

Roxy Music Corp.
Royal Crown Music Company
Royal Gorge Music Publishing
Royal Music Corporation
Royalty Music Company
Rubens, Mark
Ruby Music Co.
Rudy Vallee Music Publications
Rujanart Music Publications
Rumbalero Music, Inc.
Rush Music Co.
Russell, Willard
Russian-American Music Publishers, Inc.

S. A. Melodi
S. B. G. Music Publishers
Salamanca Music Publishers
Salvatori Music Company
San Juan Music Publishing Co.
Sanders, Zeb V.
Sapphire Music Publisher
Savoy Music Company
Sawaya Publications, Inc., The
Schael, August, Company
Scheuerle Bros. Music Publishers
Schillinger, Arthur E.
Schirmer, E. C., Music Co.
Scholl Publishing Company
Scripter's
Seattle Music Publishing Co.
Siedel, Emil, Music Pub'g Co.
Sentinel Music Publications
Shavers, Herman
Shaw, Charlie, Publications
Shealy Music Pub. Co., Inc.
Shelby Music Publishing Co.
Sheldon-Mitchell Pub. Corp.
Sheldon Music, Inc.
Shermack Company
Shopa Music Publications
Show-Biz Music Co.
Shutt, Albert Music Publisher
Signet Music Co.
Simon House, Inc.
Singer, Murray, Music Pub.
Skrivanek Music
Skyline Music Publishers
Slate Enterprises, Inc.
Smith, Bob
Smith, Jerry, Publications
Smith Publications
Snyder, Fenton Publications
Sobeck, Rosina

Society of Jewish Composers, Publishers and Songwriters
Soergel, Oscar
Songette Publishing Co.
Song-Ranch Publications
Song Shop, The
Song Writers' Cooperative, Inc.
Sonorous Music Co., Inc.
Sophisticate Music, Inc.
Sorority Fraternity Record Co.
Spanish Music Center
Spin Music
Spitzer Songs, Inc.
Spotlight Music Company
Spry Music Publishing Co.
Staff Music
Staff Music Corporation
Stan-Host Melodies
Stark Music Printing Company
Starr Songs
Stavin Milt, Music Company
Steele, Ted, Publishing Co.
Stern, Jos. W., & Co., (E. B. Marks)
Stern Music Publishing Co.
Steven, Arthur Publications
Stevens Music Company
Stevens Music Corporation
Stevens, Thomas A.
Stone Jack & Associates
Strand Press Music Publishers
Stratton, A. D., Music Co.
Stuart Music, Inc.
Stuart Hambleu Music Co.
Sudlik & Siegel
Sultan Associates
Sundial Songs
Sunrise Music Company
Superior Melodies Publishing Co.
Sutton Music Company
Swansongs Publications
Sweet Music Publications
Sweet, William R.
Swing & Tempo Music Co.
Symbolic Music Publishing Co.
Syncopation Songs
Syndicate Music Publishers, Inc.
Szathmary, Irving

Tannen Music, Inc.
Taps Agency
Tennessee Music Corp.
Terry Tune Studios
Thomas Cole Publishing Co.
Tic-Toc Publishing Company
Tiffany Music Company
Timberland Publishing Co.
Time Music Company
Times Squar Music Publishing
Tingor Music, Inc.
Tinker, Bill
Tobby Music Publishers
Tomerlin, Lysle
Tono Record Co.
Topik Tunes
Tracy Music Company, Inc.
Trans-American Music Pub.
Transatlantic Music Company
Trend Music
Triad Music Company
Trianon Publications
Trinity Music Co., Inc.
Trio Music Company
Tropical Song Counter
Truntone Publishing Company
Tune Shop Music Publishers, Inc.
Tune-Time Music
Tune Towne Tunes
Turnpike Music, Inc.

U. S. and International Music Publishers
U. S. Music, Inc.
Ultra Music Company
Unger Music Publisher
Unique Music Publishers
United Artists Publishing Co.
Universal Music Sales
University of Toledo
Uranus Music Company

Val Music Corporation
Valentine Music Publications
Valiant Music Company, Inc.
Valley-Hill Music Co.
Valor Publications
Van Brunt Publishing Company
Van Dorn
Van Russ Music
Vance Music Company
Vander Music Company
Vanguard Songs
Van's Music Company
Variety Music Company
Vavrin & King
Velleca Publishing Company
Vernon Music Publishers
Versailles Music Co., Inc.
Vicca's Music Co.
Village Music Co.
Vogue Music Corporation
Volunteer Music Pub. Co.
Volunteer Music Sales Co.
Von Hallberg Music Company

Wade Franklin, Publications
Wahl, J. Frederick
Walden, Orvile C.
Waldman, Irving, Music Pub.
Wallace Publishing Company
Ward, Allan W., Music Pub.
Warner Studio
Warren Publications
Washburn, Rozella T.
Washington Music Bazaar
Waterss Music Publishing Co.
Watkins Music, Inc.
Watson, W. A.
Wayne, D., Music Publishing
Webster Music Company
Weddington Music, Inc.
Weiss & Barry, Inc.
Wemar Music Corporation
Whimsy, Ltd.
Elmore White Music
White Mountain Music
Whitney, F. E., Publications
Wilcox Music Publishing Co.
Willard Herring, Ltd.
Wilson Publishing Co.
Winchester Music Inc.
Winfield Music, Inc.
Wing Music Corp.
Winters, Leo, Inc.
Winthrop, G. & Company
Wise Music Publications
Wizell, Murray, Music Co.
Wolfe, Hugh J.
Wood Song and Record Co.
Woodward, Harry, Music Pub.
Woodland Music Company
Woods Music Co.
Wrightman, Neale Publishers
Wyner Music Publishers

NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.

SESAC, INC.

By PAUL HEINECKE

President

A YEAR AGO when I wrote a similar report, I held that as long as there were people there would be music lovers. These many months later I delight in the fact that the music lovers appear to outnumber the people. During the past year, SESAC personnel have visited thousands of radio and television stations throughout all the forty-eight states and the provinces of Canada. From the four corners of the broadcasting industry, one thought is repeated again and again: Good music has proved, beyond a shadow of a doubt, that it is the most important program material in broadcasting.

I am proud to head an organization whose repertory serves the radio and television industries so substantially through increased representation of SESAC works in the varied media of phonograph records, transcriptions and live-talent programs. Our publishers' catalogues offer superior musical and dramatic-musical works in all categories by the world's most famous composers. Your SESAC Performance License gives you simple and economical access to this ever-growing repertory of outstanding material.

The SESAC Transcribed Library proves to be more exciting than ever before, because our subscribers are so emphatic in their endorsement and support of our program efforts. In turn, we keep faith by continuing to record and bring to our Library subscriber pre-eminent artists in new and distinctive performances. The year 1952 has abounded with increased SESAC transcription production; 1953 holds even greater promise. The SESAC Script Department, an integral part of the Library, has penned over 1000 individual scripts and continuities. These well-turned shows, blended with music from the SESAC Library, are loaded with commercial potential. The result is top-notch musical programming at low monthly cost. Our sample transcriptions of complete commercial shows, produced with music from the SESAC Library, have proven excellent sales aids. They've been conceived and designed to help the subscribers increase local time sales.

Music lovers are music listeners and they remain the largest audience the world has ever known. It's this same audience that represents a large segment of the country's buying power. As throughout the past twenty-three years, SESAC will continue to meet the most exacting demands of this group and will bring to them and the radio stations who serve them the ultimate in musical programming.

Accordion Music Publishing Co.
Adamus, A.
Adamus, Zenobuisz
Albright Music Company
Alford, Harry L.
Alkire, Eddie, Publications
Amsco Music Publishing Co.
Arct, M.
Ashmall, Wm. E., Company
Augsburg Publishing House
Avalon Music Publishing Co.
Aztec Music Company

Babwin Publications
Barnhouse, C. L., Company
Bartlett, E. M.
Barwicki, K. T.
Bass Co., The, Music Publishers
Bava's, John, Music
Beazley, Samuel W., & Son
Barnes, A. S., & Company, Inc.
Beirly, Alfred, Co.
Bendix Publishing Corp.
Benson, John T., Publishing Co.
Berge Music Co.
Blake, Whitney, Music Publishers
Braun, Hubert J.
Braun Music Co.
Braun Organization, The
Breuer, Harry
Broadcast Music Publishers
Broadman Press, The
Brumley, Albert E., and Sons
Bryant Music Company

Capitol Music Co.
Cardilli, M. V.
Catholic Music Co.
Central Music Co.
Century Music Publishing Co.
Cerruti, John M.
Chart Music Publishing House, Inc.
Choral Press
Church Music Co., The
Clayton, Norman J.
Clef Music Corp.
Coanacher, B.
Coleman, Robert H.
Coleman, Robert H., Publishing Co.
Composers Press, Inc., The
Concord Music Publishing Co., Inc.
Cooper, W. Oliver
Craig, Ivy E.
Cummings, M. Homer
Czytelnik

Daniel, John, Quartet Song Pub.
Darom
Davis, Marion, Company, The
Dawson, William L.
Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
Deiro, Pietro
Denison, T. S., & Company
Denson Trio Music Co.
Denson-Parris Music Co.
Di Bella, O., Music Co.

Edel, Yizchak
Edition Darom
Edition Gil-Ron
Edition Hazemer
Edition Jastrzab
Edition Olympia
Edition Pizmon
Edition Pro Arte
Eulenburg, Ernst, Ltd.
Europa Music Co.

Fairbank, H. W., Company
Ferrill, J. W.
Firm Foundation Publishing House
Fitzsimons, H. T., Co., Inc.
Forberg, Rob.
Fouts, S. G.
Fouts-Payne Music Co.
Future Music Co.

Gebethner & Wolff
Georgi & Vitak Music Co.
Gilbert Music Company
Gil-Ron
Goddard Publishing Corp.
Gornston, David
Gospel Music Publications
Gospel Songs, Inc.
Grabczewski, F.
Grammer, Frank
Gregorian Institute of America

Hall Music Co., The
Hall & McCreary Co.
Hanson, Eddy
Harper & Brothers
Hartford Music Co., The
Hart's Music Company
Hathaway, Franklin Earl, Mus. Pub.
Hazemer
Heinrichshofen's Verlag
Henson, J. M., Music Co.
Heritage Music Publications, Inc.
Hoffman, Raymond A., Co.
Holbrooke, Josef
Huffer, Fred K.
Hymntime Publishers

Idzikowski, Leon
Idzikowski, M.
"IPA," Israel Publishers Agency
"Iscam," Israel Society of Composers, Authors & Music Publishers

Jastrzab
Jeffress Music Company
Jewell, Fred, Music Co.

Kanner Music Publishing Co.
Keene, Hank, Inc.
Kelman Music Corp.
Keyboard Publishing Co.
King, K. L., Music House, Inc.
King Music Publishing Corp.
Kjos, Neil A., Music Co.
Krachtus, John, Inc.
Krone, Max and Beatrice
Kuthan, E.

Lillenas Publishing Co.
Littig, Frank, Music Publishing Co.
Liturgical Music Company
Liturgical Music Press, Inc.

Maciejowski, ZB.
Markiewicz, Adam
McLaughlin & Reilly Co.

Mercury Music Corp.
Modern Music Library
Moniuszko Publishing Co.
Morris-Henson Music Co.
Music Press
Music Press, Inc.
Music Products Corp.

National Music Company
National Music Company, Inc.
Nattrass-Schenck, Inc.
Nazarene Publishing House
Network Music Publishers
Northwestern Press, The
Nowa Scena
Nowacki, Henryk X.

Oak Ridge Quartet Music Company
Olympia

Pagani, O., & Bro., Inc.
Pallma, Frank, Music Publisher
Pallma Music Products Corp.
Panella, Frank A.
Paragon Music Publishers
Parks, J. A., Company, The
Parris Music Co.
Parris, O. A.
Perry, F. Clark, Co.
Perry's Sons, A. W.
Pioneer Music Press
Pizmon
Podgorski, I.
Polonia Publishing Co.
Polskie Towarzystwo Muzyki
Polskie Wydawnictwo Muzyki Wspolczesnej
Poltawski, Aleksander
Pomaranski, Zygmunt
Popular Music Publications
Pro Art Publications
Pro Arte
"PWM," Polski Wydawnictwo Muzyczne
"PWP," Przedstawicielstwo Wydawnictwo Polskich (Association of Polish Publishers)

Quartet Music Company
Quincke, Walter A.

Radio City Guitar Studio
Ramola Music
Ramsey, Will M.
Ramsey & Parker
Revival Music Company, The
Ricart & Cia, Luis, S. L.
Roat, Chas. E., Music Co.
Rolseth Pub. Co.
Rozan Publishing Co.
Rudnicki, Walery
Rynczak, J.
Rzepecki, J.

Sacred Music Foundation, The
Sajewski, W. H., Music Publishing Co.
Schmidt, Arthur P., Co., Inc., The
Schmitt, Paul A., Music Company
Schuberth, Edward, & Co., Inc.
Sebren, George W., Music Co.
Select Music Company
Selmer, H. & A., Inc.
Seyfarth, G.
Showalter, A. J., Company, The
Simon, Frank
Sing Time Publishing Company
Singenberger, John
Singenberge,r Otto
Singspiration Associates
Sisk Music Company, The
Slaski, H.
Slater, Will W.
Smith, Alfred B.
Smith, Wm. J., Music Co.
Southern Music Plate Co.
Stamps-Baxter Music & Printing Co.
Stamps Quartet Music Company, Inc.
Stamps, V. O., Music Company
Standard Music Company
Standard Songs
Stanphill, Ira
Stirling Music Publishing Co.
Sunday School Board of the South Baptist Convention, The

Target Music Co.
Teddlie, Tillit S.
Tennessee Music & Printing Co.
Thomas, Alvis O.
Thomas, J. E.
Thompson Music Company
Top Music Publishers, Inc.
Tovey, Herbert G.
Towarzystwo Wydawnicze Muzyki Polskiej
Treasure Chest Publications, Inc.
Triangle Music Co.
Trio Music Co.
Tuskegee Institute

Universum

Vaughan, James D., Music Publishers
Vitak-Elsnic Co.
Volpe Music Co.
Wallis, W. M.
Warde, Harry
Warner, F. Eugene
Weaner-Levant Publications
Weaner, Maxwell
Wells, Kenneth H.
Western Accordion Music Company
Wheelwright, Lorin F.
Whitney Blake Music Publishers
Wiehler, Z.
Wilensky, Moshe
Windsor Music Company
Winsett, R. E.
Witczyk, Stanislaw
"WJR"
Wohl, Jehuda
Wydawnictwo Muzyczne Arcta

"Zaiks," Zwiazek Autorow, Kompozytorow I Wydawcow
Zak, Czeslaw
Zalewski, B. J.
Zaremba, Alojzy

Radio-Television Daily's Almanac of Holiday and Special Events

1953

January

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
Paul Revere born (1735).
Emancipation Proclamation (1863).
Blue Network organized (1927).
2: Georgia admitted (1778).
3: Battle of Princeton (1777).
William S. Paley is elected president of CBS (1929).
4: Utah admitted (1896).
5: Stephen Decatur born (1779).
George Washington Carver Died (1943).
Week of Prayer, first week in January.
6: Carl Sandburg born (1878).
New Mexico admitted (1912).
7: Millard Fillmore, 13th President born (1800).
Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
8. Anniversary of the Battle of New Orleans (Louisiana).
9: Connecticut ratified the U. S. Constitution (1778).
Connecticut admitted (1788).
10: Ethan Allen born (1737).
11: Alexander Hamilton born (1757).
12: John Singer Sargent born (1856).
13: Salmon Portland Chase born (1808).
14: First Written Constitution adopted at Hartford, Conn. (1639).
15: Mathew B. Brady died (1896).
17: Benjamin Franklin born (1706).
Feast of St. Anthony.
18: Daniel Webster born (1782).
19: Robert E. Lee's birthday (1807) (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
Edgar Allen Poe born (1809).
20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
21: Foundation Day. In the Canal Zone.
Thomas Jonathan (Stonewall) Jackson born (1824).
23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers proving value of Marconi apparatus in time of disaster at sea (1909).
24: Gold discovered in Calif. (1848).
25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676).
Scottish Poet Robert Burns born (1759).
26: Michigan admitted (1837).
General Douglas MacArthur born (1880).
A.E.F. landed in Ireland (1942).
FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
27: Wolfgang Amadeus Mozart born (1756).
Lewis Carroll, pen name of Charles Lutwidge Dodgson, born (1832).
28: Thomas Edison granted patent on his incandescent light (1880).
29: William McKinley born (1843).
Kansas admitted (1861).
30: Franklin D. Roosevelt born (1882).
31: Franz Schubert born (1797).
Child Labor Day. Last Sunday in January, also the Saturday preceding and the Monday following.

February

1: Victor Herbert born (1859).
Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
CQD is adopted as wireless distress call by Marconi Co. (1904).
2: Fritz Kreisler born (1875).
Ground Hog Day.
Candlemas.
Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
3: Horace Greeley born (1811).
6: Massachusetts admitted (1788).
Aaron Burr born (1756).
American Forces recapture Manila from Japan (1945).
George Herman ("Babe") Ruth born (1895).
7: Charles Dickens born (1812).
8: Boy Scout Day.
9: William Henry Harrison, 9th President, born (1773).
Nebraska Admitted (1867).
10: Peace Treaty Signed with Spain Ending Spanish-American War (1899).
11: Thomas A. Edison born (1847).
Daniel Boone born (1734).

12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
14: Valentine's Day.
Arizona admitted (1912).
Oregon admitted (1859).
15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
16: Katharine Cornell born (1898).
18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
Ash Wednesday.
19: Ohio admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph patented by Edison (1878).
20: U. S. purchased the Danish West Indies (1917).
21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
Edgar Wilson ("Bill") Nye died (1896).
James Russell Lowell born (1819).
23: Johannes Gutenberg died (1468).
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
25: Enrico Caruso born (1873).
John Adams appointed first Minister of U. S. to England (1785).
26: William F. Cody (Buffalo Bill) born (1846).
27: Henry Wadsworth Longfellow born (1820).
29: Leap Year. The name given to every year of 366 days.

March

1: Nebraska admitted (1867).
2: Texas Independence Day.
3: Florida admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell born (1842).
4: Pennsylvania Day.
Vermont admitted (1791).
5: Boston Massacre (1770).
6: Fall of the Alamo (1836).
7: Luther Burbank born (1849).
Maurice Ravel born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).
8: Oliver Wendell Holmes, Jr. born (1841).
9: Battle of the "Monitor" and "Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest born (1806).
10: Lillian D. Wald born (1867).
11: Johnny Appleseed, properly John Chapman, died (1847).
The great blizzard in New York City and New England States (1888).
12: U. S. Post Office established by act of Congress (1789).
Girl Scout Day.
13: Standard Time established in U. S. (1884).
14: Albert Einstein born (1879).
First Trans-Atlantic radio broadcast (1925).
15: Maine admitted (1820).
Andrew Jackson born (1767).
16: James Madison born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).
17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere. Winthrop and Suffolk County.
18: Feast of Esther.
Grover Cleveland born (1837).
19: William Jennings Bryan born (1860).
21: First Day of Spring.
22: Emancipation Day (Puerto Rico).
23: Patrick Henry delivered his famous speech (1775).
25: The Annunciation Day.
Arturo Toscanini born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.
27: President Washington signed the act creating the U. S. Navy (1794).
Marconi flashes first wireless signals across English Channel (1889).
29: John Tyler born (1790).
30: Seward Day. Alaska (Not observed by Federal Employees).
31: Transfer Day. In the Virgin Islands.
Passover week starts. Ends April 7.

April

1: All Fools' Day.
2: Sergei Rachmaninoff born (1873).
U. S. Mint established (1792).
3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West.
Washington Irving Born (1783).
Good Friday.

4: Adoption of the present American Flag's design (1818).
5: Elihu Yale Born (1648).
Easter Sunday.
7: Peary Discovered North Pole (1909).
Louisiana admitted (1812).
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
Henry Ford died (1947).
8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
9: Surrender of General Lee (1865).
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
10: Salvation Army Founder's Day.
William Booth born (1829).
Joseph Pulitzer born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
11: Charles Evans Hughes born (1862).
12: Franklin Delano Roosevelt died (1945).
Halifax Independence Resolution (N. C.).
13: Thomas Jefferson born (1743).
National Sunday School Week.
14: Pan-American Day.
S. S. Titanic disaster at sea proves value of wireless (1912).
15: Abraham Lincoln assassinated (1865).
16: Charles Spencer Chaplin born (1889).
17: Charter granted American Academy of Arts and Letters (1916.
18: San Francisco Fire (1906).
19: Patriots' Day. (Maine, Massachusetts).
20: Adolf Hitler born (1889).
21: Anniversary of Battle of San Jacinto (Texas).
23: James Buchanan born (1791).
William Shakespeare born (1564).
St. George Day (English).
Marconi transatlantic American-Europe service opened (1910).
24: First Newspaper Issued in America (1704).
U. S.-Mexican War (1846).
U.N. Charter Conference opens in San Francisco (1945).
25: War declared with Spain (1898).
St. Mark's Day.
Guglielmo Marconi born (1874).
26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery abolished in U. S. (1865).
First Shot of War with Germany (1917.
John James Audubon born (1785).
27: General U. S. Grant born (1822).
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
28: James Monroe born (1758).
Maryland admitted (1788).
29: Sir Thomas Beecham born (1879).
30: Boys and Girls Week always includes May 1.
Louisiana purchased (1803).
Washington became First President (1789).
Rhode Island settled (1636).
Benito Mussolini executed (1945).

May

1: May Day.
Child Health Day
Labor Day (Canal Zone).
Dewey's Victory in Manila Bay (1898).
2: Stonewall Jackson fatally wounded (1863).
National Music Week.
FCC authorized full commercial television (1941).
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
5: Napoleon's death (1821).
Cinco de Mayo celebrations (Mexico).
Arbor Day.
6: Corregidor Surrender (1942).
Admiral Robert E. Peary born (1856).
7: Germany surrendered to United States, England and Russia (1945).
Lusitania torpedoed (1915).
Johannes Brahms born (1833).
Robert Browning born (1812).
Plans to spend $1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
8: V.E. Day (1945).
9: John Brown born (1833).
10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Mothers Day, second Sunday in May.
Completion of First Transcontinental Railroad (1869).
11: Minnesota admitted (1858).
12: Florence Nightingale Born (1820).
13: WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
14: Rockefeller Foundation Granted Charter (1913).
Free State of Israel proclaimed (1948).
15: First regular Air Mail service in the world inaugurated by the U. S. Government.
17: "I am An American Day," often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
18: World Good-Will Day, formerly Peace Day.

19: First American Confederation of United Colonies of New England (1643).

20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina) (1775).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
Armed Forces Day.

21: Lindbergh's Flight to Paris (1927).

22: National Maritime Day.

23: South Carolina admitted (1788).

24: First Telegraph Message sent (1844).

25: Ralph Waldo Emerson born (1803).

27: Golden Gate Bridge, San Francisco opened (1937).

29: Wisconsin admitted (1848).
Rhode Island admitted (1790).
Patrick Henry born (1736).

30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

31: Walt Whitman born (1819).
The Johnstown (Pa.) flood (1889).
Battle of Jutland (1916).

June

1: Kentucky admitted (1792).
Tennessee admitted (1796).

3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).

6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale born (1756).
D-Day (1944).

7: Daniel Boone Day (Kentucky)

8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
Regular TV schedule, three times weekly, inaugurated by WGY, Schenectady (1928).

9: Feast of St. Columba.
Confederate Memorial Day (Petersburg, Virginia).

11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
Kamehameha, first King of Hawaii, observed in Hawaii.
Transatlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).

12: John Augustus Roebling born (1806).
Baseball Centennial Celebration of the invention of the game at Cooperstown, N. Y. (1939).

14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe born (1811).
Flag Day.

15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and the U. S.

16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.

17: Bunker Hill Day. (In Massachusetts, Suffolk County).

18: Battle of Waterloo (1815).

19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).

20: West Virginia Day.

21: Longest Day in Year.
Father's Day; 3rd Sunday in June.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).

22: Bolivarian Day (Canal Zone).

24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).

25: Virginia Admitted (1788).
North Korean Communists attack So. Korea (1950).
Battle of Little Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.

26: Virginia ratified the U. S. Constitution (1788).
President Truman orders U. S. troops into Korea battle (1950).
First American Troops land in France (1917).

27: Helen Keller born (1880).

28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Versailles ending World War I signed (1919).

29: George Washington Goethals born (1858).
St. Peter's Day.

30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental over water) Bikini (1946).

July

1: Battle of San Juan Hill (1898).
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).

2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield assassinated (1881).

3: Idaho admitted (1890).
John Singleton Copley born (1737).

4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge born (1872).
Slavery abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson died (1826).
James Monroe died (1831).
John Adams died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).
American pilots first participated in air raids over Germany (1942).

5: Admiral David G. Farragut born (1801).

6: Republican Party founded (1854).
John Paul Jones born (1747).
Columbia University opened (1754).

7: U. S. annexed Hawaii (1898).

8: John D. Rockefeller born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).

9: Elias Howe born (1819).

10: Wyoming admitted (1890).
James McNeill Whistler born (1834).

11: John Quincy Adams born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).

12: Orangeman's Day.

13: Forrest's Day (Tennessee).

14: Stars and Stripes adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).

15: St. Swithin's Day.

16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).

17: Munoz Rivera's birthday (Puerto Rico).

18: William Makepeace Thackeray born (1811).

19: Franco-Prussian War began (1870).

20: Guglielmo Marconi died (1937).

21: Spanish Armada defeated by England (1588).
Society of Jesuits abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
CBS begins TV broadcasting from station W2XAB (1931).

24: Simon Bolivar born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).

25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental under water) Bikini (1946).

26: George Bernard Shaw born (1856).
Serge Koussevitzky born (1874).
New York ratified the U. S. Constitution (1788).

27: First successful Atlantic Cable (1866).
Barbosa's birthday, in the Canal Zone.

28: Austria declared war on Serbia (1914).
Volunteers of America Founder's Day.

29: Booth Tarkington born (1869).
Benito Mussolini born (1883).

30: Henry Ford born (1863).
First Representative Assembly in America convened (1607).
First patent for wireless telegraphy granted in U. S. (1872).
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).

31: Feast of St. Ignatius Loyola.

August

1: Colorado Day.
Beginning of World War I (1914).

2: Government of India transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.

3: Civic Holiday (Canada).
Germany declared war on England and France (1914).
Columbus sailed from Spain (1492).

4: Feast of St. Dominic.

5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.

6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).

7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).

Society of Jesuits restored by Pope Pius VII (1814).

8: Charles A. Dana born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.

9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton born (1593).

10: Herbert Clark Hoover born (1874).
Russia declared War Against Japan (1945).

11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).

14: V-J Day (1945).
Atlantic Charter Agreement between President F. D. Roosevelt and Prime Minister Winston Churchill (1941).

15: Panama Canal opened (1914).

16: Bennington Battle Day (Vermont).
First transatlantic cable opened (1858).
George Herman ("Babe") Ruth died (1948).

18: Virginia Dare born (1587).

19: National Aviation Day.
Orville Wright born (1871).

20: Benjamin Harrison born (1833).

21: Lincoln-Douglas debate began (1858).

22: Claude Debussy born (1862).

23: Oliver Hazard Perry born (1785).

24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.

25: Edgar Wilson ("Bill") Nye born (1850).

26: Suffrage for Women—19th Amendment (1920).

27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).

28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe born (1749).

29: Oliver Wendell Holmes born (1809).

30: Germany declared war on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

September

1: Germany invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
Labor Day.
Eugene Field born (1850).

3: First American Peace Treaty with England (1783).
Allies invaded Italy (1943).

4: Henry Hudson discovered Manhattan Island (1609).
First Electric power station in World in New York (1882).
First telecast coast-to-coast via coaxial cable and microwave relays. Occasion of Pres. Harry S. Truman opening Japanese Peace Treaty Conference (1951).

5: First Continental Congress (1774).

6: Lafayette Day.
First Battle of the Marne (1914):

7: James Fenimore Cooper born (1789).
Japanese Peace Treaty (WW II) signed (1951).

8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy surrendered (1943).
Crimean War ended (1855).

9: Admission Day (California—1850).

10: Arthur Holly Compton born (1892).
Rosh Hashonah.
Battle of Lake Erie (1813).

11: Harvest Festival.
O. Henry (pen name William Sydney Porter) born (1862).

12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).

13: Walter Reed born (1851).
John Joseph Pershing born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.

14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).

15: Independence Day of the Central American Republics (1821).
William Howard Taft born (1857).

16: Russians burned Moscow (1812).

17: Constitution Day.

18: Cornerstone of U. S. Capitol laid in Washington, D. C. (1793).
N. Y. Times established (1851) when its first issue appeared.
Columbia Broadcasting System goes on air with basic network of 16 stations. Major J. Andrew White is president (1927).

19: Washington issued his farewell address to people of U. S. (1796).
Yom Kippur.

21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).

22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First day of Autumn.

23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).

24: John Marshall born (1775).
25: Balboa discovered the Pacific (1513).
Bill of Rights (1789).
26: George Gershwin born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
27: American Indian Day (4th Friday).
28: Georges Eugene Benjamin Clemenceau born (1841).
29: Michaelmas Day.
30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).

October

7: Francisco Franco proclaimed head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
2: Ferdinand Foch born (1851).
Mohandas Gandhi born (1869).
3: Religious Education Week. First full week in October.
4: Rutherford B. Hayes born (1822).
Wright Brothers took first long distance flight in an Airplane (1905).
Chester A. Arthur born (1830).
5: Missouri Day.
National Business Women's Week, generally the second week of Oct.
7: Stamp Act Congress held and Declaration of Rights issued by Colonies (1765).
James Whitcomb Riley born (1853).
8: Edward Vernon Rickenbacker born (1890).
9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
10: U. S. Naval Academy in Annapolis opened. (1845).
11: Eleanor Roosevelt born (1884).
Farmer's Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams born (1821).
FCC approves CBS color TV tests (1950).
National Bible Week.
12: Columbus Day.
14: William Penn born (1644).
15: First public demonstration of ether as an anesthetic, Massachusetts General Hospital (1846).
16: Noah Webster born (1758).
17: Surrender of General Burgoyne at Saratoga (1777).
18: General Tojo appointed Premier of Japan (1941).
Alaska Day.
FCC sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) passed (1919).
John Adams born (1735).
22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
23: Sarah Bernhardt born (1845).
Al Jolson died (1950).
24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
United Nations Day
William Penn born (1644).
26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
27: Theodore Roosevelt born (1858).
28: Dedication of Statue of Liberty (1866).
31: Hallowe'en.
Admission Day, Nevada (1864).

November

1: All Saints' Day (Lousiana).
Liberty Day (St. Croix, Virgin Islands Only).
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
2: General Election Day.
North Dakota admitted (1889).
South Dakota admitted (1889).
James K. Polk born (1795).
Warren G. Harding born (1865).
George Bernard Shaw died (1950).
3: Panama declared its independence of Colombia (1903).
4: John Philip Sousa born (1854).
5: Guy Fawkes Day (English).
U. S. General Election Day.
6: Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).
American Art Week.
7: Marie Skladouska Curie born (1867).
8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana admitted (1889).
9: Great Fire in Boston (1872).
American Education Week.
10: Martin Luther born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
11: Armistice Day, World War I.
Washington admitted (1889).
13: Robert Louis Stevenson born (1850).
Edwin Booth born (1833).

14: Robert Fulton born (1765).
Book Week.

15: Pike's Peak discovered (1806).

16: Oklahoma admitted (1907).

17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal opened (1869).

18: Standard Time went into effect in the U. S. (1883).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).

19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
James A. Garfield born (1831).

21: North Carolina admitted (1789).
Edison Announced Invention of Phonograph (1877).

23: Franklin Pierce born (1804).

24: Zachary Taylor born (1784).

28: Thanksgiving Day (4th Thursday).

29: Admiral Byrd Discovered South Pole (1929).

30: Samuel L. Clemens (Mark Twain) born (1835).
Russia Invaded Finland (1939).
Winston Churchill born (1874).

December

2: Promulgation of the Monroe Doctrine (1823).

3: Illinois admitted (1818).
Gilbert Stuart born (1755).

5: Martin Van Buren born (1782).
Walt Disney born (1901).

7: Pearl Harbor attacked (1941).
Roosevelt, Churchill, Stalin confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).

8: Eli Whitney born (1765).
U. S. Declared War on Japan (1941).

9: Germany-Italy Declare War on U. S. (1941).

10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi admitted (1817).
Human Rights Day.

11: Alfred Nobel born (1833).
Indiana admitted (1816).

12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).

13: Council of Trent (1545).

14: Alabama admitted (1819).
George Washington died at Mt. Vernon (1799).

15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).

16: Boston Tea Party.
Ludwig von Beethoven born (1770).

17: John Greenleaf Whittier born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).

18: New Jersey admitted (1787).
First Sunday paper published (1796).

19: Tyrus (Ty) Cobb born (1886).
Washington went into winter quarters at Valley Forge (1776).

20: First Electric Lights on Broadway (1880).

21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.

23: George Washington Resigned Army Commission (1783).
NBC establishes a permanent coast-to-coast network (1928).

24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
Reginald Fessenden transmits human voice by wireless (1906).

25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.

26: Battle of Trenton (1776).
Record snow fall in New York, exceeding in depth the blizzard of 1888 (1947).

27: Louis Pasteur born (1822).

28: Iowa admitted (1848).
Woodrow Wilson born (1856).
Irish Free State became State of Eire (Ireland).

29: Texas admitted (1845).
Andrew Johnson born (1808).
First American YMCA established in Boston (1851).
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations (1936).

30: Rudyard Kipling born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).

31: New Year's Eve.

ORGANIZATIONS

PERSONNEL — ADDRESSES — UNIONS GUILDS—ASSOCIATIONS—RADIO-TV GROUPS

ACADEMY OF TELEVISION ARTS AND SCIENCES

Hollywood Athletic Club, 6525 Sunset Blvd., Hollywood 28, Calif.

OFFICERS

President.....Hal Roach, Jr.
1st Vice-President.....Charles Ruggles
Secretary.....Betty Mears
Treasurer.....Ernest Felix
Sec. to Treasurer.....Mildred Beach
Recording Secretary.....Isabelle Pantone
Director-at-large.....Hal Hudson
Director-at-large.....Cecil Barker
Director-at-large.....Harry Kaplan

BRANCH OFFICES

San Francisco, Calif. Harold See, President

FUNCTIONS

Dedicated to the purpose of advancing television. Membership limited to presons with established television credits.

ACTORS EQUITY ASSOCIATION

45 W. 47 St., New York 19, N. Y.
PLaza 7-7660

OFFICERS

President.....Ralph Bellamy
1st Vice-President.....Maurice Evans
2nd Vice-President.....Raymond Massey
3rd Vice-President.....Frederick O'Neal
4th Vice-President.....Margalo Gillmore
Treasurer.....Paul Dullzell
Recording Secretary.....John Effrat
Exec. Sec.....Angus Duncan
Ass't. Exec. Sec.....Willard Swire
Admin. Asst. Sec.....Alfred Elting
Counsel.....Rebecca Brownstein
Auditor.....Charles Mesurac

COUNCIL

Edward Endrews, Edith Atwater, Sidney Blackmer, Philip Bourneuf, George Britton, Thomas Chalmers, Dort Clark, Edwin Clay, Clay Clement, Donald Cook, Doris Dalton, John Drew Devereaux, Alfred Drake, Mildred Dunnock, Tom Ewell, John Forsythe, Florida Friebus, Marjorie Gateson, Wynne Gibson, Richard Gordon, Paul Kelly, Dennis King, Edith King, Ben Kranz, Rusty Lane, Ruth Matteson, Scott McKay, Edith Meiser, Katherine Meskill, Claudia Morgan, Eddie Nugent, Elliott Nugent, Erin O'Brien-Moore, Robert Perry, William Prince, Barbara Robbins, Bill Ross, Gerald Savory, Jane Seymour, Jack Sheehan, Kent Smith, Loring Smith, Chester Stratton, William Talman, Ann Thomas, Frederic Tozere, Lee Tracy, David Wayne.

THE ADVERTISING COUNCIL

25 West 45th Street, New York 36, N. Y.
LUxemburg 2-1520

Chairman.....H. J. Morgan
Vice-Chairman.....L. N. Brockway
Vice-Chairman.....Leo Burnett
Vice-Chairman.....Frank Stanton
Secretary.....Frederic R. Gamble
Treasurer.....Paul B. West
President.....Theodore S. Repplier
Vice-Pres.....Allan M. Wilson
Vice-Pres.....George P. Ludlam
Radio & Television Director.....Gordon C. Kinney
Public Relations Director.....Maxwell Fox

BRANCH OFFICES

1200 18th Street, N.W., Washington 6, D. C., T. S. Repplier, President.

203 North Wabash Avenue, Chicago 1, Ill. L. S. Schwartz, Mid-West Representative.

1680 North Vine Street, Hollywood 28, Cal. R. C. Coleson, West Coast Representative.

425 Bush Street, San Francisco, Calif. Charles W. Collier (AAW).

FUNCTIONS

A non-profit organization representing all phases of advertising, dedicated to the uses of advertising in the public service.

ADVERTISING FEDERATION OF AMERICA

330 W. 42nd St., New York 36, N. Y.
BRyant 9-0430

OFFICERS

President.....Elo nG. Borton
Chairman of Board.....Robert M. Gray
Secretary.....Rita G. Eastman
Treasurer.....Ben R. Donaldson

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:

To help make advertising increasingly more effective.

To raise continually higher standards of advertising practice.

To promote better public understanding of advertising.

To promote cooperative effort in advertising.

To encourage improvement in advertising education.

ADVERTISING RESEARCH FOUNDATION

11 W. 42 St., New York 18, N. Y.
LOngacre 3-5100

OFFICERS

Chairman.....B. B. Geyer
Vice-Chairman.....Henry Schachte
President.....Edgar Koblak
Treasurer.....Frederic R. Gamble
Secretary.....Paul B. West
Managing Dir.....A. W. Lehman
Technical Dir.....D. B. Lucas

FUNCTIONS

Impartial and objective research to promote greater effectiveness in advertising and marketing for advertisers, agencies, and media.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

OFFICERS

Chairman of Board.....J. P. Cunningham
Vice-Chairman.....Henry M. Stevens
President.....Frederick R. Gamble
Secy.-Treas.....Harold Cabot
Vice-President.....Richard L. Scheidker
Vice-President.....Richard Turnbull
Secretary, Committee on Broadcast Media.....Kenneth Godfrey

FUNCTIONS

The national organization of the advertising agency business. Aims: To protect, strengthen and improve the advertising agency business; to advance the cause of advertising as a whole; to give service to members.

AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 7, N. Y.
COrtlandt 7-1374

OFFICERS

President.....Joseph P. Selly
Secty.-Treas.....Joseph F. Kehoe
Vice-President Broadcast Dept.....William Bender

Publicity Director.....Charles Silberman
International Representative.....Eugene Dupree

BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa. Phone: LO 4-1251. Mort Borrow, Chairman.

Atlantic Branch, 5 Beekman St., N. Y. C. 7, N. Y. Phone: CO 7-1734. W. Bender, Chairman.

FUNCTIONS

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty stations in the East, including five contracts in the Metropolitan area of New York City.

AMERICAN FEDERATION OF MUSICIANS

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

Pres. .....James C. Petrillo
Vice-Pres.....C. L. Bagley
Secretary .....Leo Cluesmann
Treasurer.....Harry J. Steeper

EXECUTIVE COMMITTEE

Wm. J. Harris, Stanley Ballard, Herman D. Kenin, George V. Clancy, Walter M. Murdoch.

BRANCH OFFICES

570 Lexington Ave., New York 22, N. Y. Phone: Plaza 8-0600. James C. Petrillo, Pres.

220 Mt. Pleasant Ave., Newark 4, N. Y. Phone Humboldt 2-8010. Leo Cluesmann, Sec.

220 Mt. Pleasant Ave., Newark 4, N. J. Phone Humboldt 2-8010. Harry J. Steeper, Treas.

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

15 W. 44 St., New York 36, N. Y.
VAnderbilt 6-1810

NATIONAL OFFICERS

Chairman .....Knox Manning
Co-Chairman .....Lawrence Tibbett
National Executive Secretary.....George Heller

BRANCH OFFICES

Chicago Local—102 E. Hubbard St., Chicago, Ill.; Raymond A. Jones, Central Regional Director.

Hollywood Local—6331 Hollywood Blvd., Hollywood 28, California; Claude L. McCue, Western Regional Director.

FUNCTIONS

Union affiliated with A.F. of L., representing radio and TV performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF MUSICAL ARTISTS, INC.

276 W. 43 St., New York 18, N. Y.
LOngacre 5-7508

OFFICERS

President .....Lawrence Tibbett
1st Vice-President.....Astrid Varnay
2nd Vice-President.....Jascha Heifetz
3rd Vice-President.....Mack Harrell
4th Vice-President.....Leopold Sachse
Treasurer .....Abba Bogin
Recording Secretary.....Elisabeth Hoeppel
National Executive-Secretary.....Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Boulevard, Hollywood 28, Calif. Phone: Hudson 2-2334. Edward A. Rosenberg, Rep.

216 Pine Street, San Francisco, Cal. Phone: SUtter 1-0855. Theodore Hale, Rep.

188 West Randolph Street, Chicago, Ill. Phone: State 2-0585. Irving Meyers, Rep.

215 S. Broad St., Philadelphia, Pa. Phone: Kingsley 5-4310. Edward Davis, Rep.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN MARKETING ASSOCIATION

1525 East 53rd St., Chicago 15, Illinois
MU. 4-5267

OFFICERS

President.....Gordon A. Hughes
Vice-President.....Ewald T. Grether
Vice-President.....H. P. Alspaugh
Vice-President.....Wm. F. O'Dell
Secretary.....Ira D. Anderson
Treasurer.....Chas. W. Smith

BRANCH OFFICES

33 Chapters in 33 American Cities.

FUNCTIONS

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 Lexington Ave., New York 17, N. Y.
MUrray Hill 5-2000

OFFICERS

President.....Charles F. McCahill
Vice-Pres.....George C. Biggers
Secretary.....Richard W. Slocum
Treasurer.....W. L. Fanning
General Manager.....Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone: Franklin 2-3746; George N. Dale, Manager.

ANPA Research Laboratory, Box 598, Easton, Pa., Phone: 5159, C. M. Flint, Dir. of Research.

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 22, N. Y.
MUrray Hill 8-8800

President.....Otto A. Harbach
Vice-President.....Frank H. Connor
Vice-President.....Oscar Hammerstein II
Secretary .....Paul Cunningham
Asst. Secretary.....A. Walter Kramer
Assistant Treasurer.....Donald Gray

BOARD OF DIRECTORS

Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Bernard Goodwin, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Lester Santly, Gustave Schirmer, Herman Starr, Deems Taylor, Jack Yellen.

BRANCH OFFICES

In all principal cities throughout the United States.

FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

ARTISTS' REPRESENTATIVES ASS'N., INC.

1270 Sixth Ave., New York 20, N. Y.
CIrcle 6-1379

OFFICERS

President .....William Kent
Vice-Presidents.....H. A. Ramm, E. Elkort, J. Lanagan, P. J. Iodice
Secretary .....Milton Berger
Treasurer .....Howard Hausman

FUNCTIONS

Trade association of Theatrical Agents

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

25 W. 45th Street, New York 36, N. Y.
LUxemburg 2-1790
Cable Address: MUSICPUB—NEW YORK

OFFICERS

Chairman of the Board.....Sydney M. Kaye
President & Treasurer.....Charles A. Wall
Vice-President .....Karl Bauer
Vice-President.....Richard F. French
Vice-President.....Earl B. Hall
Secretary.....Robert J. Burton
Comptroller .....Al Nicol

BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice-President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Storer Broadcasting Co.; Charles A. Wall, BMT.

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario
EMpire 3-8046

OFFICERS AND DIRECTORS

President—H. T. Venning, Shiriff's Limited, Toronto, Ontario.
Exec. Vice-President—J. O. Pitt, Can. Fairbanks-Morse Co., Ltd., Montreal, Que.

FUNCTIONS

This association was incorporated in March 1917. For 37 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

ASSN. OF NATIONAL ADVERTISERS, INC.

285 Madison Ave., New York 17, N. Y.
ORegon 9-4940

OFFICERS

President.....Paul B. West
Vice-President .....Lowell McElroy
Vice-President .....Cy Norton
Vice-Pres.-Gen. Counsel.....I. W. Digges
Secretary.....Peter W. Allport
Chairman of the Board.....J. Ward Maurer
Wildroot Co., Inc.
Vice-Chairman.....B. R. Donaldson
Ford Motor Company

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSN. OF RADIO NEWS ANALYSTS

c/o Major G. F. Elliott, 209 A East 61st St., New York 21, N. Y.
TEmpleton 8-8358

OFFICERS

President.....Major George F. Elliott
Chairman, Exec. Comm.....H. V. Kaltenborn
Executive Committee.....Wm. Hillman, John MacVane, Robert Trout
Vice-Presidents.....Edward R. Murrow, Bill Henry
Treasurer .....Leon Pearson
Assistant Treasurer.....Cesar Saerchinger
Secretary.....George Hamilton Combs
Ass't. Sec.....John Daly

BRANCH OFFICE

2480 16 St. NW., Washington, D. C. Decatur 1422. Bill Henry, Vice-President.

FUNCTIONS

The Association of Radio News Analysts, desires to maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President .....Merle Miller
Vice-Pres. .....William Schirer
Secretary .....Phyllis McGinley
Sec. to Council.....Luise M. Sillcox

COUNCIL

Martha Albrand, Agnes Rogers Allen, Cleveland Amory, Betsey Barton, Jacques Barzun, John Brick, Vance Bourjaily, John Cheever, Irmengarde Eberle, Henry Pratt Fairchild, John Gunther, John Hersey, Helen Hull, Charles Hurd, Elizabeth Janeway, E. J. Kahn, Jr., Joan Kahn, Leonard Kaufman, Robert J. Landry, John Lardner, Christopher La Farge, Richard Lockridge, Merle Miller, Maude Parker, Henry Pringle, Budd Schulberg, Rex Stout, John T. Winterich, Herman Wouk.

FUNCTIONS

National business organization of authors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President .....Rex Stout
Vice-Pres. .....John Hersey
Secretary .....Erik Barnouw
Exec. Sec.....Luise M. Sillcox
Asst. Exec. Sec.....Evelyn F. Burkey

FUNCTIONS

The national business organization of authors and dramatists.

BRAND NAMES FOUNDATION, INC.

37 West 57th St., New York 19, N. Y.
PLaza 9-8425

OFFICERS

Chairman of the Board.....John W. Hubbell
(Vice-Pres., Simmons Co.)
Vice-Chairman.....Julius Ochs Adler
(Vice-Pres., The N. Y. Times)
Vice-Chairman.....Theophil H. Mueller
(Pres., Julius Kayser & Co.)
President.....Henry E. Abt
Vice-President .....Nathan Keats
Treasurer .....Frank White
(Pres., National Broadcasting Co., Inc.)

FUNCTIONS

Conducts a national program of educational activity, to get across to consumers the tremendous importance of brand responsibility and free choice of brands.

THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 16, N. Y.
CIrcle 7-0656

OFFICERS

North American Rep.....Basil Thornton
Program Director.....Alec Sutherland
Program Assistant.....Lillian Lang
Program Assistant.....Marian Moss
Chief Engineer.....Arthur S. Toby

BRANCH OFFICES

United Nations, Lake Success, N. Y., Phone: Fieldstone, 7-1100, Bernard Moore, U. N. Correspondent.
Natl. Press Bldg., Washington, D. C. Phone: Executive 1465.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two interrelated but separate operations. The first, Eastbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC's North American Service.

BROADCAST ADVERTISING BUREAU, INC.

270 Park Ave., New York 17, N. Y.
MUrray Hill 8-4020

President ..... William B. Ryan
Vice-President ..... Kevin B. Sweeney
Dir. of Local Prom. ..... John F. Hardesty
Dir. Nat'l Prom. ..... R. D. Kimble

BRANCH OFFICE

333 N. Michigan Ave., Chicago 1, Ill. Phone: CEntral 6-5066.

BOARD OF DIRECTORS

Chairman: Charles C. Caley, WMBD, Peoria, Illinois
Secretary: Simon, Goldman, WJTN, Jamestown, N. Y.
Treasurer: John Patt, WCAR, Cleveland, Ohio
Charles T. Ayres, ABC, New York
Joseph E. Baudino, Westinghouse Radio Stations, Baltimore, Md.
Kenyon Brown, KWFT, Wichita Falls, Texas
Gene Cagle, KFJZ, Fort Worth, Texas
Martin B. Campbell, WFAA, Dallas, Texas
Robert Dunville, WSW, Cincinnati, Ohio
Wm. H. Fineshriber, Jr., Mutual, New York
John K. Herbert, NBC, New York
Edgar Kobak, WTWA, Thomson, Ga.
William McGrath, WHDH, Boston, Mass.
John Meagher, KYSM, Mankato, Minn.
Adrian Murphy, CBS, New York
Arch Morton, KJR, Seattle, Wash.
H. Preston Peters, Free & Peters, New York
William B. Quarton, WMT, Cedar Rapids, Iowa
William B. Ryan, BAB, New York
George B. Storer, Storer Broadcasting Co., Birmingham, Mich.
Robert D. Swezey, WDSU, New Orleans, La.
Donald Thornburgh, WCAU, Philadelphia, Pa.
Allen M. Woodall, WDAK, Columbus, Ga.
Herb Hollister, KBOL, Boulder, Colo.
James H. Moore, WSLS, Roanoke, Va.
Arch L. Madsen, KOVO, Provo, Utah
F. Van Konynenberg, WCCO, Minneapolis, Minn.
Ward L. Ingrim, KHJ, Los Angeles, Calif.

FUNCTION

The Broadcast Advertising Bureau, Inc., is a service organization supported by the entire Radio Industry and devoted solely to the promotion of Radio as an advertising medium.

BROADCASTING AND FILM COMMISSION

220 Fifth Ave., New York 1, N. Y.
ORegon 9-2968

OFFICERS

Exec.-Director ..... Ronald Bridges
Dir. Radio & Television ..... Albert Crews
Business Manager ..... Arthur W. Rhinow
Director of Films ..... S. Franklin Mack
Educational Director ..... Charles H. Schmitz
Research Director ..... Everett C. Parker
Rirector of Radio Prod. ..... John Gunn
Director of TV Prod. ..... John Baird
Supervisor Special Events ..... Arthur Austin

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 7464, Oren W. Evans, Manager

FUNCTIONS

The Broadcasting and Film Commission is the official broadcasting agency of the National Council of the Churches of Christ, producing network radio and television programs, radio transcriptions, and television films representative of Protestant and Orthodox Churches.

BROADCAST MUSIC, INC. (BMI)

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

OFFICERS

President ..... Carl Haverlin
Vice-President—General Counsel ..... Sydney M. Kaye
Vice-Pres. in charge of Finance & Treasurer
Charles A. Wall
Vice-Pres. in charge of Publisher and Writer Relations, Sect. ..... Robert J. Burton
Vice-Pres. in Charge of Non-Radio License
Harry P. Somerville
Vice-Presi. in charge Station Relations..Glenn Dolberg
Vice-Pres. in charge Foreign Relations..Jean Geiringer
Vice-Pres. in charge Station Service ..... Roy Harlow
Secretary ..... M. E. Tompkins
Comptroller ..... Alexander D. Nicol
Assistant Treasurer ..... Charles E. Lawrence

BOARD OF DIRECTORS

Chairman, Justin Miller, NARTB, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadmore; Ray Diaz, ABC, N. Y.; Joseph Baudino, Westinghouse Radio Stations Inc., Wash., D. C.; Carl Haverlin, Haverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; Herbert Hollister, KBOL, Boulder City, Colo.; Leonard Kapner, WCAE, Pittsburgh; W. Morency, WTIC, Hartford, Conn.; J. Leonard Reinsh, WSB, Atlanta; J. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Wallen, Mutual Broadcasting System, N. Y.

BMI CANADA, LTD.

229 Yonge St., Toronto 1, Ont., Elgin 0040, Jean L. Howson, Publicity Director.

STATION RELATIONS

..Glenn Dolberg, Director; Ralph Wentworth, James L. Cox, Al Martin, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey Owings.

NON-RADIO LICENSING DEPT.

Vice-President ..... Harry P. Somerville

Chicago Office, 360 N. Michigan Ave.; Andover 3-5394. Stan Myers, Mid-West Representative.

Los Angeles, 4040 Wilshire Blvd., Fairfax 8979, R. I. Kirk, Far-Western Representative.

PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.

Chicago Office, 360 N. Michigan Ave. Andover 3-5394. Jimmie Cairns, Professional Representative.

Hollywood, Calif. Office: Wm. Walters, 1549 N. Vine St., Hillside 7-7447. Gen. Mgr., Eddie Janis.

FUNCTIONS

The functions of BMI are (1) To coordinate and license the performing rights to music of a group of affiliated publishers and performing rights societies; (2) to provide equal opportunity of recognition for all writers, composers and publishers.

THE BUREAU OF BROADCAST MEASUREMENT

701 Federal Building, 85 Richmond Street West, Toronto 1, Ontario, Canada
EMpire 3-8046

President: Charles R. Vint, Colgate-Palmolive-Peet Co. Ltd., Toronto.

Vice-President: Horace N. Stovin, Horace N. Stovin & Company, Toronto.

Treasurer: Athol McQuarrie, Assoc. of Canadian Advertisers, Toronto.

Executive-Secretary: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto.

DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; Walter E. Powell, Canadian Broadcasting Corp., Toronto, Ont.; L. E. Phenner, Canadian Cellucotton Products Co. Ltd., Toronto, Ont.; W. E. Trimble, Baker Advertising Agency Limited, Toronto, Ont.; G. C. Hammond, Cockfield, Brown & Co. Ltd., Montreal, P. Q.; F. J. Otterbein, General Foods Ltd., Toronto; G. F. Mills, Spitzer & Mills Ltd., Toronto.

FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the

reports, charts and other forms of publicity prepared as aforesaid.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Ont.
3-4036

Chairman of the Board.....D. Malcolm Neill
Vice-Chairman of the Board.....F. H. Elphicke
Manager.....T. J. Allard
Secrteary-Treasurer.....J. A. Noel
General Counsel.....Joseph Sedgwick
Associate Counsel.....Guy Roberge

D. Malsolm Neill, Fredericton, N. B.; F. H. Elphicke, Vancouver, B. C.; E. A. Rawlinson, Prince Albert, Sask.; Wm. Speers, Winnipeg, Man.; H. Gordon Love, Calgary, Alta.; Dr. Charles Houde, New Carlisle, P. Q.; E. Finlay MacDonald, Halifax, N. S.; Henri Lepage, Quebec, P. Q.; J. A. Dupont, Montreal, P. Q.; K. D. Soble, Hamilton, Ont.; Ralph Snelgrove, Barrie, Ont.

BRANCH OFFICE

37 Bloor St., West, Toronto, Ont. Phone: PR 3729.
Director of Adv. & Research.....Patrick Freeman

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 115 privately owned (independent) broadcasting stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President.....Gene Buck
1st Vice-Pres.....Pat O'Brien
2nd Vice-Pres.....Jay Jostyn
Recording Secretary.....Ed Begley
Historian.....Jane Taylor
Executive Secretary.....George Buck
Chairman of Executive Board.....Frank McNellis
Chaplain.....Rev. Vincent J. Brosnan
Treasurer.....Rev. Francis M. Costello

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
President.....William Fay
Vice-Pres.....Richard Reid
Vice-Pres.....Joseph A. Duffy
Executive Secretary.....Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CAN. LTD.

182 St. George St., Toronto 5, Ont., Canada
Phone: M. 8457

OFFICERS

President.....Sir Ernest MacMillan, B.A.,
General Manager.....William S. Low

FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-seven (27) countries.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President.....Moss Hart
Vice-Pres.....George S. Kaufman
Secretary.....Dorothy Fields
Exec. Sec.....Mills Ten Eyck, Jr.

FUNCTIONS

The national business organization of dramatists.

FEDERAL COMMUNICATIONS BAR ASSOCIATION

1022 Munsey Bldg., Washington 4, D. C.
MEtropolitan 0023

OFFICERS

President.....Arthur W. Scharfeld
1st Vice-President.....Fred W. Albertson
2nd Vice-President.....Vincent B. Welch
Secretary.....John C. Spearman
Treasurer.....Charles F. Duvall

EXECUTIVE COMMITTEE

Corwin R. Lockwood, Jr., Joseph F. Zias, Vernon L. Wilkinson, George O. Sutton, Leonard H. Marks, Clyde S. Bailey.

Delegate to Amer. Bar Assn.....William A. Porter

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

FEDERAL RADIO EDUCATION COMMITTEE (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.
Executive 6300, Extension 2897.

OFFICERS

Chairman.....Earl J. McGrath
Secretary-Editor.....Gertrude G. Broderick

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation of that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.
Executive 6800

PERSONNEL

Chairman.....James M. Mead
Commissioner.....A. A. Caretta
Commissioner.....Lowell B. Mason
Commissioner.....John Carson
Commissioner.....Stephen J. Spingarn
Secretary.....D. C. Daniel
General Counsel.....Wm. T. Kelley
Director, Bureau of Antimonopoly...Joseph E. Sheehy
Dir., Bu. of Antideceptive Practices.....D. J. Murphy
Dir., Bu. of Industrial Economics...Corwin D. Edwards

Dir., Bu. of Industry Cooperation....James M. Horton
Dir. of Trial Examiners.....Everett F. Haycraft

BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y., Rolf H. Kelland, Atty. in charge.

Room 1500, 173 Madison St., Chicago 2, Ill., Donald MacDonald, Atty. in charge.

Room 133, Federal Office Bldg., San Francisco 2, Calif., Clarence T. Scudder, Atty. in charge.

Room 811, U. S. Court House, Seattle 4, Wash., Walter W. Harris, Atty. in charge.

Room 413, Masonic Temple Bldg., 333 St., New Orleans, La., William B. Lott, Atty. in charge.

Room 904, Customs House, Second and Crestnut St., Philadelphia, Pa., Alfred A. Browne, Investigator.

Room 527-3, Federal Bldg., Spring and Temple St., Los Angeles, Calif., Edwin H. Anderson, Investigator.

Room 1003-C, New Court House and Customs House, St. Louis, Mo., Harry E. Graham, Attorney.

408 Atlantic Ave., Boston, Mass., M. L. Ott, Investigator.

1114 Commerce St., Dallas, Texas, D. R. Chism, Investigator.

FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which otherwise constitute unfair methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

972 Fifth Ave., New York 21, N. Y.
REgent 4-1501

Director .....Pierre Crenesse
Ass't. Dir.....Alice Lewitin
Manager .....Suzanne Weltman
Program Director.....Jacqueline Landry
Director Public Relations.....Nadine Lewin

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION

Ohio State Univ., Columbus 10, O.
UN. 3148 Ext. 280

FUNCTIONS

Specifically, the Institute acts as sponsor for an Annual Exhibition of Educational Radio and Television Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
REgent 7-9600

OFFICERS

President.....J. W. McRae
Vice-President.....S. R. Kantebet
Treasurer.....Dr. W. R. G. Baker
Secretary .....Haraden Pratt
Editor.....Dr. A. N. Goldsmith
Executive Secretary.....G. W. Bailey

DIRECTORS

Stuart L. Bailey, R. D. Bennett, G. H. Browning, I. S. Coggeshall, W. H. Doherty, A. W .Graf, J. T. Henderson, W. R. Hewlett, A. V. Loughen, C. A. Priest, J. R. Ragazzini, J. D. Ryder, B. E. Shackleford, D. B. Sinclair, R. L. Sink, A. W. Straiton, G. R. Town, Ernst Weber, Irving Wolf.

FUNCTIONS

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

INTERCOLLEGIATE BROADCASTING SYSTEM

2808 Erie St., S.E., Washington 20, D. C.
Victor 7210
706 Sanders Ave., Schenectady 2, N. Y.
Schenectady 3-6028

OFFICERS

President: George Abraham, 2808 Erie St., S.E., Washington 20, D. C.; Operations Manager, David W. Borst, 706 Sanders Ave., Schenectady 2, N. Y.; Engineering Director: Herbert B. Barlow, Jr., 2005 Industrial Trust Bldg., Providence 3, R. I.; Business Manager: James R. Wylie, Box 185, Storrs, Conn.; Station Relations Manager: Richard H. Crompton, WMUC, Box 99, College Park, Md.; Program Manager: Howard C. Hansen, MacMurray College, Jacksonville, Ill.; Public Relations Director: E. E. Roberts, Bethany College, Bethany, West Va.; Regions Coordinator: E. L. McCalrty, Modesto Jr. College, Modesto, Calif.; Sales Manager: Walter Hofer, 1010 Ocean Parkway, Brooklyn 30, N. Y.; General Counsel: Vail W. Pischke, 724 9th St., N.W., Washington 1, D. C.

DIRECTORS

Goerge Abraham, Herbert B. Barlow, Jr., David W. Borst, John C. Crabbe, Richard H. Crompton, Roy J. Flynn, Howard C. Hansen, Walter Hofer, Edward L. McClarty, E. E. Roberts, John B. Roberts, James R. Wylie.

REGIONAL DIRECTORS

Region 1—New England, Thomas E. Bolger, WRTC. Region 2—New York State, Thornton B. Smallwood, WEOS. Region 3—Middle Atlantic, Richard Muney, WNYU. Region 4—Capital, Henry Suraci, WGTB. Region 5—Southern, Miss Margaret Parham, WFSU. Region 6—Great Lakes, Miss Hortense Moore, WRMU. Region 7—Midwestern, Miss Maxine Davis, KCLC. Region 8—Southwestern, John Bernard Meyear, KSMU. Region 9—Rocky Mountain, Lynn Higbee, KVDU. Region 10—Western, Duke Black, KCSC.

FUNCTIONS

The Intercollegiate Broadcasting System is a non-profit association of college and university campus stations established to pool the resources of these stations and further the development of this form of educational radio in this country.

THE LAMBS

130 W. 44th St., New York 36, N. Y.
LUxemburg 2-1515

OFFICERS

Shepherd .....William Gaxton
Boy .....Fred Waring
Corresponding Secretary.....Bobby Clark
Recording Secretary.....Herman Phillips
Treasurer.....James E. Meighan
Librarian.....Harold G. Hoffman

DIRECTORS

Earl Benham, Joseph S. Buhler, Harry Hershfield, Conrad Nagel, Lep Solomon, Ralph Bellamy, Happy Felton, Emil Friedlander, Horace MacMahon, Arthur Vinton, Joseph Downing, Len Doyle, Robert Griffith, H. Pierson Mapes, Saul E. Rogers.

LIFE DIRECTORS EX-SHEPHERDS: Bert Lytell, Fred Waring, John Golden.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professional-

ly in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

LOWELL INSTITUTE COOPERATIVE BROADCASTING & STATION WGBH

Symphony Hall, Boston 15, Mass.
KEnmore 6-6522
Dir.-Gen. Mgr., Station WGBH.....Parker Wheatley

FUNCTIONS

The Lowell Institute and Boston College, The Boston Symphony Orchestra, Boston Museum of Fine Arts, Boston University, Harvard University, Mass. Institute of Technology, New England Conservatory of Music, Northeastern University, and Tufts College, cooperate in the operation of non-commercial educational station WGBH and in the presentation of educational broadcasts over Boston's commercial stations.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

45 Rockefeller Plaza, New York 20, N. Y.
CIrcle 6-3084

OFFICERS

Chairman of the Board.....Walter G. Douglas
President .....Louis Bernstein
Vice-President .....Jack Mills
Secretary.....J. J. Bregman
Treasurer .....Abe Olman
Agent and Trustee.....Harry Fox

NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

822 Victoria Ave., Los Angeles, Cal.

OFFICERS

President.....Mrs. Clara S. Logan
1st Vice Pres.....Dr. Richard Atkinson
2nd Vice Pres.....Dr. Lee DeForest
Secretary.....Mrs. Victor Roberts
Treasurer.....Mrs. Gertrude Blackstock

FUNCTIONS

To co-ordinate the interest of civic, religious, educational, business and labor organizations for the purpose of encouraging the presentation of radio and television programs which will maintain high standards.

NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

(For Complete Listing See NARTB Section)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.
LUxemburg 2-5130

OFFICERS

National Chairman.....Oliver W. Nicoll

COUNCILS

37 W. 46th St., New York 36, N. Y. Phone: LUxemburg 2-5130. Oliver W. Nicoll, Chairman, New York Council: 341 Menomonee St., Chicago 11, Ill. Phone: DElaware 7-7017, J. Walter Thompson, Chairman, Chicago Council: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: HIllside 5125. Claude McCue, Chairman, Hollywood Council.

CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, Ohio; Dallas, Tex.; Fort Worth, Tex.; Denver, Colo.; Detroit, Mich.; Erie, Pa.; Fort Wayne, Ind.; Independence, Mo.; Kansas City, Mo.; Indianapolis, Ind.; La Crosse, Wisc.; Louisville, Ky.; Madison, Wisc.; Miami, Fla.; Milwaukee-Racine, Wisc.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo. Raleigh-Durham, N. C.; Rochester, N. Y.; Salt Lake City, Utah; Schenectady, N. Y.; Peoria, Ill.; Sioux City, Iowa; Seattle, Wash.; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.; Kenosha Wisc.; San Francisco, Calif.

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

119 Gregory Hall, Univ. of Ill., Urbana, Ill.
URbana 2611

OFFICERS

President .....Graydon Ausmus
Vice-President .....Burton Paulu
Treasurer .....Frank Schooley
Secretary .....James Miles

DIRECTORS

Region I: Parker Wheatley, WGBH, Lowell Institute Cooperative Broadcasting Council, Symphony Hall, Boston 15, Mass.; Region II: Earl Wynn, WUNC, University of North Carolina, Chapel Hill, N. C.; Region III: Waldo Abbot, WUCM, University of Michigan, Ann Arbor, Mich.; Region IV: Richard B. Hull, WOI, Iowa State College, Ames, Iowa; Region V: John Dunn, WNAD, University of Oklahoma, Norma, Okla.; Region VI: Allen Miller, WKSC, State College of Washington, Pullman, Wash.

BRANCH OFFICE

2500 Municipal Bldg., New York 7, N. Y.
WH 3-3600, Seymour N. Siegel, Director-at-large

FUNCTIONS

Representing non-commercial, educational AM and FM radio stations, workshops and production centers owned and operated by colleges, universities, school systems, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
CIrcle 7-8194

OFFICERS

President .....Fred Waring
Treasurer .....Don Voorhees
General Counsel.....Alfred Rice

FUNCTIONS

To obtain moral and pecuniary rights of performing artists in the commercial uses of such performances.

THE MUSIC PUBLISHERS CONTACT EMPLOYEES (A. F. of L.)

1270 Sixth Ave., New York 20, N. Y.
COlumbus 5-7362

OFFICERS

President .....Robert Miller
Vice-President .....Joseph Santly
Treasurer .....Charles Lang
Members Executive Board.....Harry Santly, Sam Smith, Mickey Garlock, Bernie Pollack, Jack Spatz, Harry Santly, Bob Baumgart, Edgar Burton, Jack Perry, Bernie Albert.
Exec. Secty.....Robert Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schafer
516 Glenrock, Los Angeles, Calif.
Regional Directors..Lucky Wilber; Sec., Ralph Smitman
36 East Fifth Street, Cincinnati, Ohio
Regional Director.....Danny Engel

FUNCTIONS

Labor Union.

NATIONAL BETTER BUSINESS BUREAU, INC.

Chrysler Bldg., New York 17, N. Y.
MUrray Hill 6-3535

OFFICERS

Chairman of Board.....Charles H. Watts
President.....Kenneth B. Willson
Vice-Chairman.....Warren Agry
Secretary.....Lowell Shumway
Treasurer.....Frank F. Soule

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

THE NATIONAL FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS, INC.

1819 Broadway, New York 23, N. Y.
COlumbus 5-3934

OFFICERS

President.....Miss Helen G. Irwin
1st Vice-President.....Miss Marguerite Rawalt
2nd Vice-President.....Miss Hazel Palmer
3rd Vice-President.....Miss Grace B. Daniels
Recording Secretary.....Mrs. Queenie Grable
Treasurer.....Miss Ruth C. Cullin
Executive Director.....Miss Laura Lorraine

FUNCTIONS

National Federation is the largest organization in the world created to serve business and professional women. Its aims and purposes are to elevate the standards, to promote interest, bring about spirit of cooperation, and to extend opportunities to business and professional women, through education along lines of industry, scientific, and vocational activities.

NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.

17 East 45th St., New York 17, N. Y.
MUrray Hill 2-8877
Room 504

WEST COAST OFFICE

7063 Sunset Blvd., Hollywood 28, Calif.
Granite 6930

FUNCTIONS

The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded tele. programs. Membership in NSTP is open to all such independent producers or production firms provided they are not a part of, or associated with, an advertising, agency, tele. network, or local tele. station.

NAT. TELEVISION FILM COUNCIL

1501 Broadway, New York 36, N. Y.
LO 4-8234

OFFICERS

President.....Archie Mayers
(Unity TV, N. Y. C.)
V.P., Press Rep.....Sally Perle
(Mesal Organizations, N. Y. C. OR 9-3747)
Secretary.....William Van Praag
(Van Praag Prods., N. Y. C.)
Treasurer.....Waldo Mayo
(Mayo Productions, N. Y. C.)

BOARD OF DIRECTORS

Melvin L. Gold, Chairman, National Screen Service, N. Y. C.; Bill Holland, Hyperion Films, N. Y. C.; Henry Brown, Atlas Television Corp., N. Y. C.; Sidney A. Mayers, Attorney, N. Y. C.; David Savage, WCBS, N. Y. C.; Lou Feldman, Tri-Art Color Corp., N. Y. C.; Frank Bibas, McCann-Erickson, N. Y. C.; Dr. Alfred N. Goldsmith, RCA Chief Consultant, N. Y. C.; Andrew Jaeger, PSI Productions, N. Y. C.; William Reddick, W. J. German Co., N. Y. C.; David Bader, TV Film World, N. Y. C.

NATIONAL VARIETY ARTISTS, INC.

226 W. 47th St., New York 36, N. Y.
COlumbus 5-0956

OFFICERS

President.....Louis Handin
First Vice-Pres.....Jack O'Brien
Second Vice-Pres.....Lou Kaufman
Treasurer.....Lester Rose
Secretary.....Bettie North

DIRECTORS

Jack Boyle, Joe Verdi, Ben Walker, Herman Crystal, Ruth Lyons, Lillian McNeill, Bob Jones, Lillian Saunders Sollisch, Jeanette Dupre, Edna Osborne, Noel Hytown.

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism, fraternal and welfare activities among the members of the theatrical profession.

PHILADELPHIA RADIO AND TELEVISION BROADCASTERS ASSOCIATION

1900 Rittenhouse Square, Philadelphia 3, Pa.
PEnnypacker 5-6251

President.....Benedict Gimbel, Jr.
Treasurer.....Max M. Leon
Secretary.....Patrick J. Santon
Executive Secretary.....Ruth Chilton Burns

FUNCTIONS

To initiate and promote studies of all phases of radio and television broadcasting for the purpose of improving service to the public and advertisers.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
COlumbia 5-7362

OFFICERS

Honorary President.....Rocco Vocco
President.....Robert Miller
Vice-President.....Joseph Santly
Treasurer.....Charles Lang
Executive Director.....Bob Miller
Board of Governors.....Mickey Garlock, Bernie Pollack, Harry Santly, Sam Smith, Jack Spatz, Irving Tanz, Bob Baumgart, Edgar Burton, Jack Perry, Bernie Albert.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schaefer
1491 N. Vine St., Losn Angeles, Calif.
Regional Director.....Lucky Wilber
36 E. 5th St., Cincinnati, O.
Regional Director.....Danny Engel

FUNCTIONS

Charitable and Benevolent Organization.

RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION OF NEW YORK, INC.

Temporary address, Room 5047
70 East 45th Street, New York 17, N. Y.

OFFICERS

President.....Chester F. X. Burger
Secretary.....Jack Fern
Treasurer.....David B. Tullen

FUNCTIONS

A membership corporation whose object is to promote and protect the interest and welfare of radio, newsreel, and television newsmen and cameramen. Memebrship is limited to radio, newsreel, television, and newsmen who are engaged in outside assignments for the coverage of spot news. Those eligible include working reporters, cameramen, contact men, soundmen, tape recording men, etc.

THE RADIO PIONEERS CLUB

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

OFFICERS

President.....J. R. Poppele
First Vice-Pres.....P. W. Morency
Vice-Pres.....Arthur B. Church
Vice-Pres.....Raymond Guy
Vice-Pres.....Martin Campbell
Vice-Pres.....O. H. Caldwell
Vice-Pres.....Charles A. Wall
Secretary.....Samuel R. Dean
Treasurer.....James E. Wallen

FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of

friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

The purposes as outlined in the constitution are sufficiently broad to enable the Radio Pioneers to undertake almost any task which the Club may desire for the furtherance of the Radio Industry.

Accordingly, 1950 will mark the establishment of a Radio Hall of Fame in which the memories of men and women whose contribution have placed them among the immortals will be perpetuated.

RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)

114 East 52nd St., New York 22, N. Y.
PLaza 3-4300, Ext. 214

OFFICERS

International President.....Dick Mack
Int. First Vice-Pres.....Oliver W. Nicoll
Int. Second Vice-Pres.....Arthur Hanna
Int. Third Vice-Pres.....Hal Miller
Int. Secretary.....Kenneth W. MacGregor
Int. Treasurer.....Francis Buss

NATIONAL BOARD

Joseph W. Browne, Wash.; Francis Buss, New York; Lee D. Davis, Philadelphia; Shields Dierkes, Detroit; Alan M. Fishburn, Chicago; John Guedel, Hollywood; Arthur Hanna, New York; Gordon T. Hughes, Hollywood; Max Hutto, Hollywood; Jack Lyman, Hollywood; Kenneth W. MacGregor, New York; Sherman A. MacGregor, New York; Dick Mack, Hollywood; Hal Miller, Chicago; Oliver Nicoll, New York; Ernest D. Ricca, New York; Franklin J. Schaffner, New York; Lester Vail, New York.

National Executive Director.....Newman H. Burnett
General Counsel.....Charles Ballon
(Phillips, Nizer, Benjamin & Krim)

LOCALS

New York Local—114 East 52nd St., New York 22, PLaza 9-0875. President, F. J. Schaffner.

Hollywood Local—1655 N. Cherokee Ave., Hollywood 28, Calif., GRanite 5866. President, Ted Bliss.

Chicago Local—1413 N. Dearborn Parkway, Chicago, Ill., DElaware 7-4867. President, Alan M. Fishburn.

Detroit Local—1426 Buhl Bldg., 535 Griswald St., Detroit, Michigan, WOodward 2-1422. President, Shields Dierkes.

Washington Local—6433 Fairfax Rd., Chevy Chase, Md., OLiver 1597. President, Heyward L. Siddons.

Cleveland Local—14232 Athens Ave., Lakewood 7, Ohio, Lakewood 1-8073. President, Thomas E. Arend.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

420 Lexington Ave., New York 17, N. Y.
LExington 2-3988

OFFICERS

President.....Robert W. Sarnoff, NBC
1st Vice-President.....Fritz Snyder, CBS
2nd Vice-President.....G. W. Johnstone, NAM
Secretary.....Claude Barrere, BAB
Treasurer.....S. R. Dean, CBS
Exec. Secy. .....Elizabeth Clarkson

BOARD OF GOVERNORS

Robert L. Coe, William H. Fineshriber, Jr., Ernest Lee Jahncke, Donald McClure, Bruce Robertson, Elliott M. Sanger, Robert Saudek, Reggie Schuebel, George T. Shupert, Eugene S. Thomas.

FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, informational, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

RADIO-TELEVISION MANUFACTURERS ASSOCIATION

(See Page 1244)

RADIO-TV MANUFACTURERS ASSOCIATION OF CANADA

Room 301, 159 Bay St., Toronto 1, Ontario, Canada
EM 3-1531

OFFICERS

President.....A. B. Hunt
Executive Secretary.....S. D. Brownlee
Chairman, Parts Division.....J. R. Longstaffe
Chairman, Receiver Division.....C. A. Pollock
Chairman, Tech. Products Division.....S. G. Paterson

FUNCTIONS

This Association is a non-profit and co-operative organization to promote the interests of the radio-TV manufacturing industry in Canada.

THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

WOW-TV, 35th & Farnam, Omaha 3, Nebraska
WE 3400

OFFICERS

President, Tom Eaton, Hartford, Conn., WTIC; 1st Vice-President, Jim Byron, Ft. Worth, Texas, WBAP; Treasurer, Sheldon Peterson, Denver, Colo., KLZ; Executive Secretary, Soren Munkhof, Omaha, Neb., WOW-TV; Editor, NARND Bulletin, Art Barnes, Univ. of Iowa, Iowa City.

FUNCTIONS

Publishes monthly bulletin and booklets on radio news. Basic purpose to advance standards of radio and television as news media.

RADIO-TELEVISION PROGRAM MATERIALS

U. S. Office of Education, Washington 25, D. C.
EXecutive 6300, Ext. 2897

Chief .....Franklin Dunham
Radio-TV Education Specialist...Gertrude C. Broderick

FUNCTIONS

The exchange is designed to promote more effective local broadcsating by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.

2 East 23rd St., New York 10, N. Y.
GRamercy 7-9190

OFFICERS

National President.....Hector Chevigny
Eastern Region Vice-Pres.....Philo Higley
Western Region Vice-Pres.....Ben Starr
Midwestern Region Vice-Pres.....Russ Bensley
Eastern Region Exec.-Sec.....May Bolhower
Western Region Exec.-Sec.....Michael Davidson

BRANCH OFFICES

188 W. Randolph St., Chicago 1, Ill.
I. Meyers, Attny.
1655 N. Cherokee, Hollywood 28, Calif.
M. Davidson, Exec. Secy.

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for broadcasting.

SCREEN ACTORS GUILD, INC.

7046 Hollywood Blvd., Hollywood 28, Calif.
HOllywood 9-7311

President ..... Walter Pidgeon
1st Vice-President ..... Leon Ames
2nd Vice-President ..... John Lund
3rd Vice-President ..... William Holden
Recording Secretary ..... Paul Harvey
Treasurer ..... George Chandler
Nat'l Exec. Secy. ..... John Dales, Jr.
Television Administrator ..... Kenneth Thomson
Asst. Executive Secretary ..... Pat Somerset
Agency Administrator ..... Chester Migden
Dir. of Public Relations ..... E. T. Buck Harris

BRANCH OFFICES

67 W. 44th St., Rm. 610, New York 36, N. Y.
MUrray Hill 7-4623, Mrs. Florence Marston, N. Y. Repr.
102 E. Hubbard St., Chicago, Ill.
Delaware 7-7017, Mr. Ray Jones, Chicago Repr.
323 Jefferson, Marine City, Mich.
Mr. William Saunders, Detroit Repr.

FUNCTIONS

Trade union of all motion picture actors, affiliated with American Federation of Labor, representing actors and announcers in television films and all other types of motion pictures; has collective bargaining contracts with all film producers.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
MUrray Hill 5-5365

OFFICERS

President ..... Paul Heinecke
Secretary-Treas. ..... R. C. Heinecke
General Manager ..... K. A. Jadassohn

FUNCTIONS

Licensing the use of copyrighted music transcribed library service, syndicated transcribed programs.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

40 West 40th St., New York 18, N. Y.
LOngacre 5-0172

OFFICERS

President ..... Herbert Barnett
Past President ..... Peter Mole
Executive Vice-Pres. ..... John G. Frayne
Engineering Vice-Pres. ..... Henry Hood
Editorial Vice-Pres. ..... N. L. Simmons
Financial Vice-Pres. ..... F. E. Cahill, Jr.
Convention Vice-Pres. ..... John W. Servies
Secretary ..... Edward S. Seeley
Executive Secretary ..... Boyce Nemec

FUNCTIONS

The advancement of motion picture engineering and the allied arts and sciences; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

158 W. 55th St., New York 19, N. Y.
Circle 6-2536

OFFICERS

President ..... Charles Tobias
Vice-Pres. ..... Louis Alter
Secretary ..... Joseph Meyer
Treasurer ..... Abel Baer
Counsel ..... John Schulman
Executive Secretary ..... Miriam Stern

MEMBERS OF THE COUNCIL

Chairman, Edgar Leslie, Stanley Adams, Fred E. Ahlert, Abel Baer, Paul Cunningham, Peter De Rose, Milton Drake, Ira Gershwin, Jesse Greer, Dot Fields, Oscar Hammerstein II, Otto Harbach, Milton Ager, George W. Meyer, Joseph Meyer, Geoffrey O'Hara, Richard Rodgers, Sam H. Stept, Charles Tobias, Jack Yellen.

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

SOUTHERN CALIFORNIA BROADCASTERS' ASSN.

6253 Hollywood Blvd., Rm. 329, Hollywood 28, Calif.
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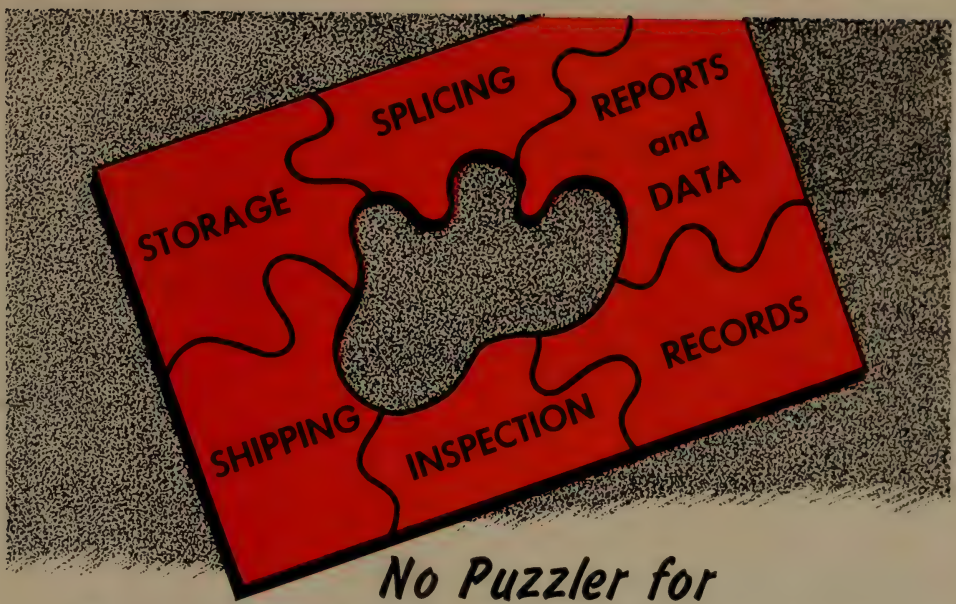

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